

JANUARY 1960

SOUTHERN AUTOMOTIVE JOURNAL

The Shop Sells Our Cars

page 29

Reader Survey: 71% Expect Bigger

page 31

e See Them

page 38

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES SINCE 1921

What does **DEPENDABILITY** mean to you?

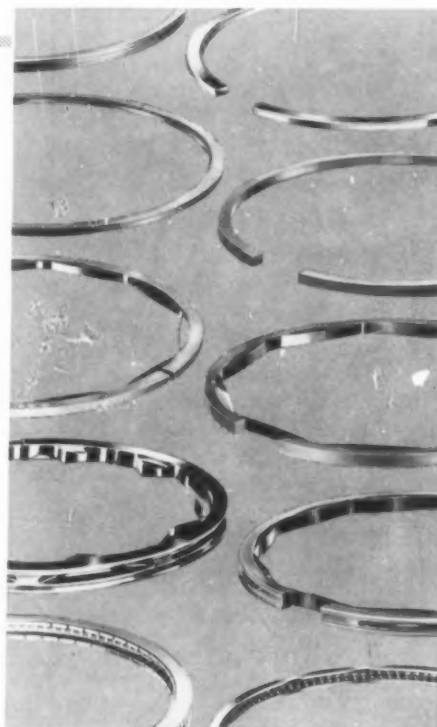
When a set of rings is installed in an engine, at least two people are interested in what happens: the installing mechanic, and the operator. To us, **DEPENDABILITY** means that neither of them is disappointed.

Perfect Circle builds dependability into each ring set in these ways:

By unsurpassed craftsmanship in manufacture, to assure consistently excellent initial performance.

By scientific selection of materials for maximum performance in specific ring grooves.

By skillful engineering design, to assure lowest rate of wear... longest useful life.



PERFECT CIRCLE

PISTON RINGS

POWER SERVICE PRODUCTS

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In Canada: Don Mills, Ontario

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CONVENIENT Bondo DISPENSER

ELIMINATES
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PREVENTS
SPOILAGE!

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FREE

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Bondo



for **STRENGTH**

This new Bondo Dispenser is one of the neatest, most efficient of "tools" for the body shop. Fasten it permanently, wherever it's out of the way, yet conveniently available. Insert a full can of Bondo—and you're ready for business.

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—that's the New Bondo Dispenser! And your Distributor has it for you FREE with every order for eight 3 lb. cans of Bondo, the most popular body filler of them all!

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Volume 40

Number 1

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Still the champs
... made for the Professional!



ALL SEALANTS ARE NOT ALIKE!

Permatex tailors automotive sealants to the job ... builds in features to match special needs of modern vehicles. You need hard and soft sealing ... slow and fast sealing ... professional sealants on which you can depend. Here they are, engineered by Permatex to do the best possible job, exactly right.

SEALANT	FORM	DRYING SPEED	SETTING	USES	FEATURES
FORM-A-GASKET NO. 1  With Special Spreader Cap	Paste	Fast	Hard	Permanent assemblies; broken gaskets and fittings; building up uneven and warped surfaces; sealing damaged thread connections; replacement of unavailable gaskets.	Withstands heat and pressures up to 5000 lbs./sq. inch, during continuous service.
FORM-A-GASKET NO. 2  With Special Spreader Cap	Paste	Slow	Pliable	For reassembly work where adjustments or disassemblies are likely. Ideal for cover plates, threaded and hose connections, and preservation of all types of solid gaskets.	Perfect seal, allows disassembly without damage even after subjection to heat, pressure and long use. For pressures up to 5000 lbs./sq. in.
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SUPER "300" FORM-A-GASKET 	Brushable, heavy-bodied liquid	Slow	Firm	For assembly work on newer high compression engines and milled heads, diesel heads, cover plates and transmission housings.	Diester resistant. Resists "washing" action of detergent additives for auto lubricants and aviation jet fuels. Pressures to 6000 lbs./sq. in.
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STOCK ALL THESE PERMATEX SEALANTS ... made for the Professional! PLUS Permatex Gasket Cement, Permatex Pipe Joint Compound. Order from your jobber today.

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SOUTHERN AUTOMOTIVE JOURNAL for January 1960

Want more facts? Use Reader Service Card Page 89

1

Here's big news to help you
sell more **CASITE**

CASITE is co-sponsoring the hottest
newscast in the radio industry...

**PAUL HARVEY
NEWS** over 258 stations

of the **ABC Radio
Network** every day,

Monday through Friday... in

1960



This is the biggest "scoop" in the additive business—and a promotion that will really bring you added sales.

Paul Harvey, recognized top-flight news announcer—and certainly the "sellingest" salesman of them all—will be working for you all year long, plugging Casite Products in his daily broadcasts.

His enthusiasm is contagious, as you probably know. And you can be sure that countless listeners in your area will be asking for Casite additives when they drive into your place.

Tune in yourself—5:55 PM EST, 5:40 PM CST, 6:10 PM MST, 5:10 PM PST. But first, be sure you've plenty of Casite Products on hand.



Featuring CASITE'S 3 New Products for 3-Zone Engine Protection



**FOR THE
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Improved Casite Tune-Up frees sticky valves and rings, cleans carburetor and spark plugs, protects against acid damage. List \$1.25



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FRICTION ZONE**

New 3-C HD crankcase concentrate cushions and quiets noisy engines, cleans parts, inhibits acids, reduces friction, toughens oil film. List, \$1.50



**FOR AUTOMATIC
TRANSMISSIONS**

New "Smooth-Seal" smooths out jerks and jars, stops leaks, protects delicate parts from wear and damage. List, \$1.95

See Your CASITE Distributor—Now!

HASTINGS MANUFACTURING COMPANY · HASTINGS, MICHIGAN

Casite Additives, Piston Rings, Oil Filters, Spark Plugs

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 40

JANUARY 1960

No. 1

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WILLIAM C. HERBERT, Editor
E. M. LOWERY, Technical Editor **C. W. DOOLEY**, Assistant Editor
BARON CREAGER, Southwestern Editor
 (Suite 208, 6131 Luther Lane, Dallas 25, Texas)
A. F. ROBERTS, Business Manager
R. E. YARBROUGH, JR., Advertising Manager
H. REDFERN HOLLINS, Circulation Director
J. A. MOODY, Production Manager

Business Representatives

Chicago: R. K. McCONNELL, 333 N. Mich. Ave. Tel. Central 6-6964. New York: HUGH M. TOOMEY, Room 610, 7 E. 42nd St., Tel. Murray Hill 2-4859. Detroit and Cleveland: W. G. SHERMAN, 17021 Amber Drive, Cleveland 11, Ohio. Tel. Winton 1-1306. Los Angeles: WARREN R. CHRISTIAN, P. O. Box 39711, Griffith Station, Los Angeles 39. Tel. HOLLYWOOD 2-1133. San Francisco: FRED JAMESON, 821 Edinburg St., San Mateo, Calif. Tel. Diamond 3-8806. Gastonia, N. C.: W. C. RUTLAND, P. O. Box 102. Tel. UNIVERSITY 7-7995. Cohasset, Mass.: J. D. FARNSWORTH, 39 Atlantic Ave., Tel. EVERGREEN 3-0712. Dallas: BARON CREAGER, Suite 208, 6131 Luther Lane, Tel. EMERSON 1-6521.

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The New K. O. Lee Valve Guide

Reaming Sets

Designed to service late model engines which have valve guides cast as part of the cylinder head. In this new type head, it is the valve which has to be replaced. This is accomplished by reaming out the valve guide for oversize stem valves. Most of the engine and valve manufacturers now offer at least three sizes of oversize valves.

The Lee Reamer Guide provides a true alignment with original guide bore using Lee Self-expanding pilots. The reamer is held rigid with reaming bushing during reaming operation. Simple to operate and extremely accurate.

Special sets available to service Ford, Mercury, Lincoln, Chevrolet, Plymouth, Dodge, DeSoto, Chrysler.

R55 Reseater Power Drive adapts to these valve guide reaming sets.

Clip ad to your letterhead and send for Literature.

K. O. Lee Company, Aberdeen, S. D.

NEW! INLAND 1-Piece RADIATOR SHOP



Now—a complete radiator shop

...easy to test, clean and repair radiators. Only 11' 7" long... handles all car radiators, many truck and tractor radiators.

FREE FACTORY SCHOOL will train one of your men... and in only a part of his time he will produce nice additional profits. Many adding \$8,000-\$15,000 a year servicing radiators.

FREE 48-pg. book, all about Inland Radiator Shop, easy-pay plan, letters from shop owners.

INLAND MFG. COMPANY, Dept. SA-1,
 1108 Jackson St. Omaha 2, Nebr.

WRITE

INLAND MFG. CO., Dept. SA-1, 1108 Jackson St., Omaha 2, Nebr.
 Please send free 48-pg. book describing new 1-Piece Radiator Shop, training school, prices, etc.

NAME _____ PLEASE PRINT
 ADDRESS _____
 CITY _____ ZONE _____ State _____
 BY _____ TITLE _____

If dealer, make of car sold _____
 Are you now operating a radiator Dept.? ☐ Yes ☐ No

Want more facts? Use Reader Service Card Page 89

**A New "High" in
Radiator Pressure Cap Performance!**



**NEW
BUNA-N
DIAPHRAGMS
wayne**

"Positive-Seal"

**Radiator
Pressure
Caps**



Take Your "Q"
from Mr. Cumber—
"8 out of 10 Cars
on the Road Need
New Pressure Caps"

GUARANTEES Accurate Trouble-Free Pressure Control

**Here's why the new Wayne
BUNA-N Diaphragm sets a new stand-
ard for durability and control:**

- Will not harden, swell, or distort
- Unaffected by temperature extremes
- Resists oil and radiator chemicals
- Retains elasticity under all conditions

Now—give your customers lasting protec-
tion from overheating and coolant loss
caused by faulty cap action. Wayne's ex-
clusive full-valve design, plus Buna-N
Diaphragm, guarantees positive seating,
positive sealing—even in cars with dam-
aged, nicked, or distorted filler necks. Take
the quick easy Wayne way to pressure cap
service that pays off BIG!



**Easiest
Way
to
Stock
and
Display!**

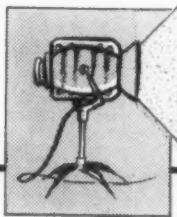
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CAPETERIA**

42-cap assortment

Compactly displays and auto-
matically sells Radiator Pressure
Caps, Locking Gas Caps, Stain-
less Steel Gas Caps and Fender-
well Gas Caps.



**WAYNE METALCRAFT DIVISION
E. EDELMANN & CO.
2332 Logan Blvd. • Chicago 47, ILL.**



Automotive **SPOTLIGHT**

January 1960

Shop volume is going to be up for more than two of every three readers. That's what you--or your kind--said you anticipated for this new year which is bound to usher in a decade the likes of which you haven't seen anything yet. Seventy-one per cent of the shops over the South and Southwest reported (page 31) their expectations of greater service sales, although the steel and railroad labor pictures weigh heavily in the over-all scene.

It's time for the shop customer to pay higher rates. Nearly a third of you so indicated (page 7) in a survey last month and you're lifting your charges this year. There wasn't much new about this, though, as a fourth of those who planned no raise had already hiked their charges this past year.

1959 was a "big" year, but look what's predicted ahead: Detroit big wheels are saying that by 1970 our motor vehicles will be rolling about 800 billion miles a year, compared with around 575 billion this newly-dead year. To do it, Americans will be shoving 100 million vehicles in contrast to the 70 million which helped usher in New Year's.

The "compact" test tube is boiling now. How well Uncle Sam's kids like the Corvair, Falcon and Valiant is being shaken down into facts from gossip, and by mid-February the factories--now smoking at a record pace equivalent to a total car output of 9,000,000 units a year--should know fact from fancy. Carburetor troubles have plagued some buyers of Corvairs, Chevy dealers reported to SAJ. The rear-engineer has been wheeling around 23 to 25mpg and dealers reported a fair number of sales to owners previously interested only in bigger cars.

Will factories drown some dealers' showrooms? That's a concern expressed (page 33) by one prominent Southern franchise holder. In some localities dealers have been able to get full 21% gross mark-up on the "compacts," but with the growing emphasis in that field--aggravated by the production lost during the steel strike--it's possible that profit may be a bit harder to come by as spring comes nearer, some dealers told SAJ editors during editorial field contacts.

The aftermarket's big showcase opens for your inspection next month. It's the International Automotive Service Industry Show at New York's Coliseum (page 110). Everyone in the service market is invited Feb. 12 and 13 to see the new outpourings from more than 500 manufacturers, all designed to help you toward new market possibilities and higher profit. Attendance may swell toward 50,000. Parts wholesalers will be on hand a day or two earlier for the show and can help you obtain free tickets.

The non-walking generation's going to be 25% stronger. Chrysler's President "Tex" Colbert asserted last month "the number of young people between the ages of 15 and 24 will increase very rapidly," so that by 1965 "this age group is expected to be 25% larger than at present." Most of them can't recall when the family didn't have a car, so they have the happy habit of driving and maybe your shop should be gearing up now for the arrival of customers with small incomes but healthy riding habits. That's why the shop equipping and grabbing ample room for operations today can be buttering its bread later when others may have very little bread and no butter.

SEALED POWER *Stainless Steel.*

OIL RING

does things
no other ring
can do!*

* Stainless steel resists corrosion—makes it virtually impossible for troublesome sludge and carbon deposits to build up. Overcomes oil ring plugging—oil pumping.

* Stainless steel maintains its original, built-in tension indefinitely so it delivers better oil control far longer than ordinary rings.

The unusually high number of spring tension points assures positive oil control even in tapered and out-of-round bores.

Side seals in piston groove—stops oil going around in back of ring—eliminates smoking.

End-abutment design produces ring tension independently of contact with bottom of piston groove—eliminates groove depth problems.

Chrome-plated, factory-seated side rails give instant oil control. Sealed Power Corporation, Muskegon, Michigan.



Sealed Power

KROMEX

PISTON RING SETS

PISTONS • • PINS • • SLEEVES AND
SLEEVE ASSEMBLIES • • VALVES
• • WATER PUMPS • • TAPPETS

STAINLESS STEEL OIL RING
U. S. PAT. NO. 2,789,872



Automotive MARKETS

Nearly a Third Plan Higher Labor Charge

NEARLY A third of the automotive repair shops over the South and Southwest are going to raise their flat rate this year.

Replies to a questionnaire mailed to 800 franchised dealers and garage operators, plus some service stations, revealed that 30% plan to hike their scale, usually where no change has been made in at least the preceding year and a half, and often longer.

Seventy per cent contemplated no rise, they said, but 26% of this number had already raised their rate this past year. In most instances the raises were contemplated where the flat rate was below \$4 an hour.

There were a few instances of hourly charges no higher than \$2.50 to \$3 which had been effective a decade, but due to local economic conditions the operators planned no change. Some were franchised dealers, but more commonly they were small garages or service stations.

1960 Rubber Industry May Set Record

THE rubber industry may set a new sales volume record this year, according to the president of The General Tire & Rubber Co., Akron.

William O'Neil said the forecast of increased demands for automobiles and trucks in 1960 was one of the encouraging signs for good business for the rubber industry.

"We produce many hundreds of items in addition to tires for the automotive industry . . . and the indicated upturn in automotive production means that our plastics, chemicals and mechanical rubber goods divisions in addition to our tire factories will be kept busy," he said.

To meet the tire needs for the increasing new car and truck production as well as the growing replacement market, O'Neil forecast the industry would produce a record 126 million tire units in 1960.

"Naturally, such a tremendous tire production will require the greatest consumption of rubber in the history of our industry," O'Neil added. "We most likely will use more than 1.7 million long tons of rubber and of this total about two-thirds will be synthetic which the industry manufactures here in the United States."

SS Operator Opposes Giving Free Stamps

THINKING of giving away stamps to promote shop business?

Don't, says Marvin C. Graham of Graham's DX Service, North Little Rock, Ark., who has been trying this promotion.

"I would not recommend a

stamp program of any type for a service station operator," he wrote SAJ editors. "I plan to discontinue the program the first of the year."

His shop business was down 15% last year, attributed to "a gradual decrease in business in general in this area." He looked, however, for a rise of 20% this year over 1959's performance.

Dupli-Color Will Build Larger Chicago Plant

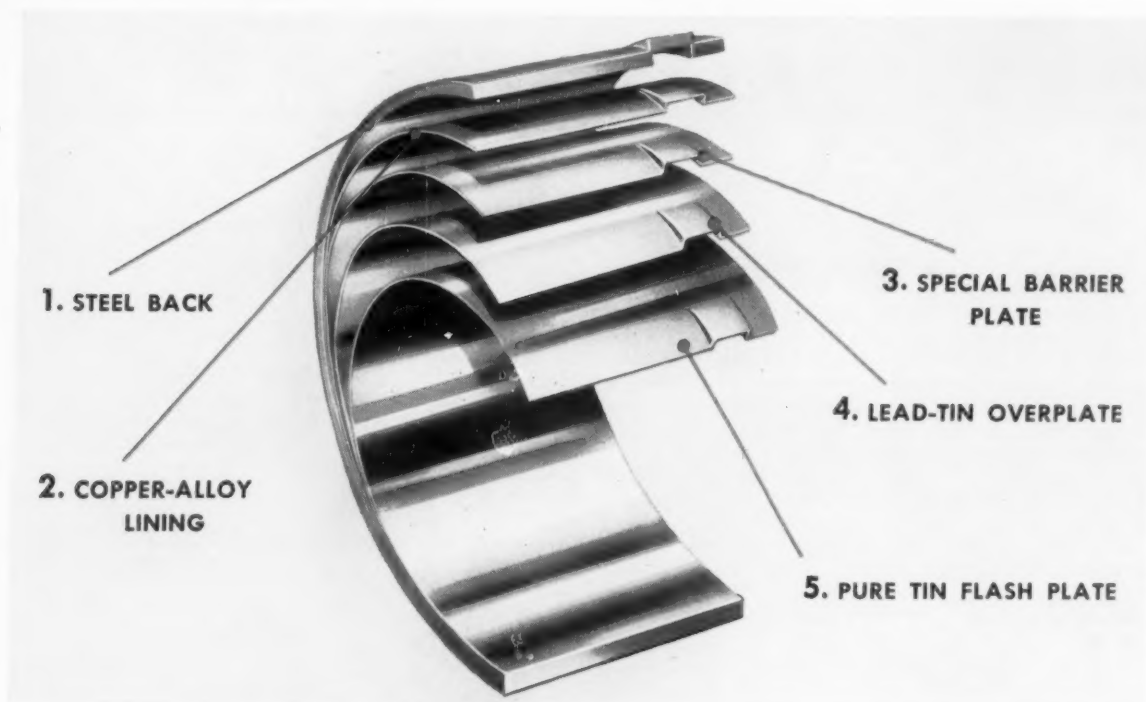
DUPLI-COLOR Products Co., Inc., has acquired 156,240 square feet of land in Centex Industrial Park near Chicago for a new plant, President Sigmund E. Edlstone announced.

A one-story structure containing 56,000 square feet of space will be erected on the site, situated at the northeast corner of Busse Road and Lunt Ave. in Elk Grove Village, one mile northwest of O'Hare International Airport. Cost of land, building and equipment will be in excess of \$850,000.

"I told her she should upholster her seat and redistribute the stuffing. Then she slapped me."



Better products, faster, from your Federal-Mogul jobber:



Federal-Mogul builds CP bearings in 5 layers ... each vital to extra-long service life



Your customers expect—and get—thousands of extra miles when you install Fm bearings. Here's why:

Manufacturing Federal-Mogul CP-type sintered bearings is an exacting process. In the bearing layer, for example, there are thousands of super-fine copper-lead alloy particles, and each one must have an unvarying composition ratio. The finished bearing itself is machined and plated to close tolerances.

These five metallic layers give you longer bearing life: 1. Steel back for strength and bond; 2. Copper-lead sintered lining; 3. Special barrier plate for lining stability; 4. Lead-tin overplate for smoother "break-in"; 5. Pure tin plating for corrosion resistance.

Precision-engineered Fm engine bearings are made in thousands of types and sizes, standard and undersized. Your Federal-Mogul jobber can give you fast delivery on the bearings you need. Call him today!

FEDERAL-MOGUL ENGINE BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN





Automotive NEWS BRIEFS



R. D. McKay, veteran Wichita dealer, was honored last month by the Kansas and Wichita Automobile Dealers Associations as he stepped down after 14 years as Kansas director of the National Automobile Dealers Association. McKay was president of NADA in 1951 when it hit a peak membership of 34,000 and is a past president also of his state association. Shown are (l. to r.): Byron Stout, Jr., of Wichita, chairman of last month's meeting; J. M. O'Mara of Hutchinson, past president of KMCDA, who succeeded McKay as the new NADA director; McKay; E. K. Beeman, president of KMCDA; Charles Spencer, president of the Wichita association, and Roscoe Hambric of Topeka, secretary-manager of the KMCDA. A scroll and a vicuna sport coat were presented McKay.

JANUARY	APRIL	AUGUST	DECEMBER
S M T W T S M T W T S M T W T S M T W T F S	S M T W T S M T W T S M T W T S M T W T F S	S M T W T S M T W T S M T W T S M T W T F S	S M T W T S M T W T S M T W T S M T W T F S
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Looking Ahead

DEALERS

- Jan. 17-19—Annual convention of National Independent Automobile Dealers Association, Eden Roc Hotel, Miami Beach, Fla.
- Jan. 30-Feb. 3—Annual convention of National Automobile Dealers Association, Sheraton-Park Hotel, Washington, D. C.
- Feb. 15—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.
- Feb. 17—Annual business-legislative meeting of South Carolina Automobile Dealers Association, Hotel Wade Hampton, Columbia.
- April 24-26—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- May 1-3—Annual convention of Georgia Automobile Dealers Association, British Colonial Hotel, Nassau, B. W. I.
- May 1-3—Annual convention of Texas Automobile Dealers Association, Driscoll Hotel, Corpus Christi.
- May 5-6—Annual combined conventions of Kansas Motor Car Dealers

- Association and Missouri Automobile Dealers Association, Hotel Muehlebach, Kansas City, Mo.
- May 13-14—Annual convention of South Carolina Automobile Dealers Association, Francis Marion Hotel, Charleston.
- May 29-31—Annual convention of New Mexico Automotive Dealers Association, Western Skies Hotel, Albuquerque.
- Jan. 28-Feb. 1, 1961—Annual convention of National Automobile Dealers Association, San Francisco.
- Feb. 3-7, 1962—Annual convention of National Automobile Dealers Association, New York City.

GARAGEMEN

- March 25-27—Spring convention of Independent Garagemen's Association of Texas, Dallas.
- July 7-9—Fifth annual convention of Independent Garage Owners of America, Dinkler Plaza Hotel, Atlanta, Ga.

WHOLESALESA

- Jan. 21-23—Regional conference of Automotive Electric Association, Biltmore Hotel, Atlanta, Ga.
- Feb. 7-9—Officers' meeting of Automotive Affiliated Representatives, Manhattan Hotel, New York.
- Feb. 8—General meeting and election of officers of Automotive Booster Clubs International, Park Sheraton Hotel, New York, with

- annual all-industry banquet at Astor Hotel Feb. 10.
- Feb. 8-9—Annual convention of Automotive Service Industry Association, Carnegie Hall, New York City.
- Feb. 9—Automotive Affiliated Representatives breakfast meeting, Astor Hotel, New York.
- Feb. 10-13—Automotive Service Industry Show, Coliseum, New York.
- March 17-19—Regional conference of Automotive Electric Association, Gunter Hotel, San Antonio, Texas.
- March 23-24—Spring convention of Virginias - Carolinas Automotive Wholesalers Association, Sedgefield Inn, Greensboro, N. C.
- March 24-27—Southwest Automotive Show, Automobile Building, Dallas, Texas.
- April 23—Annual convention of Automotive Wholesalers of Oklahoma, Skirvin Hotel, Oklahoma City.
- June 1-4—Annual convention of Automotive Engine Rebuilders Association, Netherland-Hilton Hotel, Cincinnati.
- June 5-7—Annual convention of Automotive Wholesalers Association of Tennessee, Castle in the Clouds Hotel, Chattanooga.
- June 26-29—Annual convention of Automotive Wholesalers Association of Alabama, Holiday Inn Motel, Dauphin Island, south of Mobile.
- Aug. 25-27—Annual convention of Kentucky Automotive Wholesalers Association, Kentucky Hotel, Louisville.
- Oct. 19-22—Annual convention of Automotive Wholesalers of Texas, Rice Hotel, Houston.

GENERAL

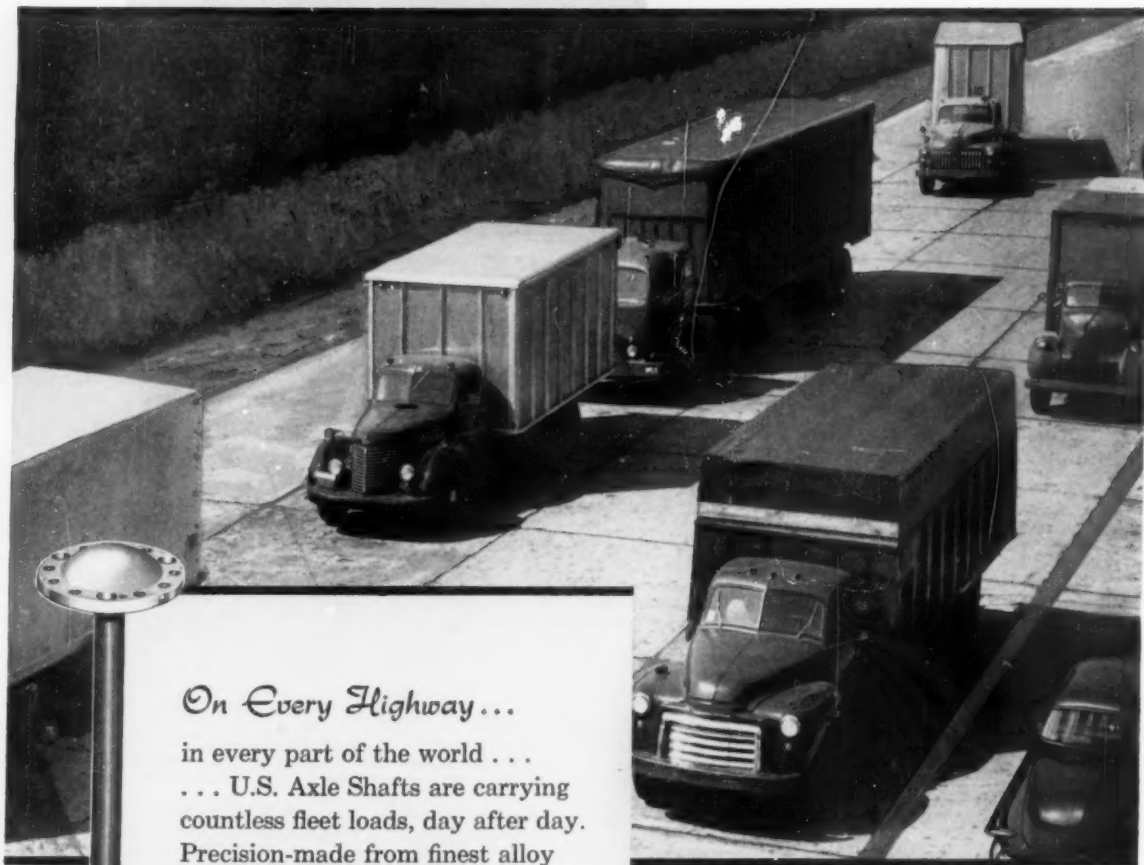
- Jan. 25-28—33rd annual Automotive Accessories Manufacturers Association exposition, Navy Pier, Chicago.
- Oct. 10-12—Annual trade show and convention of Automotive Parts Rebuilders Association, Conrad Hilton Hotel, Chicago.
- Oct. 15-23—National automobile show, Cobo Hall, Detroit.
- Oct. 31-Nov. 3—Annual convention of Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.

Tennessee Dealership Votes Out Union

EMPLOYEES of Southern Motors (Cadillac), Memphis, Tenn., voted out the Machinists union last month by 34-14. Four votes were contested.

The Machinists had organized the firm earlier last year.

Busiest Axle Shafts in the Business...



On Every Highway...

in every part of the world . . .
 . . . U.S. Axle Shafts are carrying
 countless fleet loads, day after day.
 Precision-made from finest alloy
 steels, these durable shafts give
 "extra-duty" mileage—reducing
 maintenance costs and protecting
 profits. Take the "short-cut" to
 longer, trouble-free mileage
 between replacements . . . replace
 with U.S. Axle Shafts—
 the world's finest!

SEE your U.S. Axle Jobber —
 he has the exact replacement
 shaft for every truck and
 passenger car.



Write today for FREE copy
 of Servicemen's Guide
 "Causes and Prevention of
 Axle Shaft Failures"



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This group of delegates from various units in Florida met in Miami recently to form the Independent Garage Owners of Florida (l. to r.): seated, Ralph H. James, executive director of the Independent Garage Owners of America; Jeff Newbill, John Von Oesen, W. R. Thompson, president of the Florida group; Jack Price and Irving Thal; standing, W. J. Oliveros, first vice president; J. C. Futral, Eno Packler, Bill Waddell, Carlton Scheirmann, Ted Wolf, Orlo E. Betz, third vice president, and D. C. Brooks, second vice president. Not shown are M. S. Homberger, secretary, and Harry Dickerson, treasurer.

'60's to See Increase Of Multi-Car Owners

BY THE end of the 1960's, one family in five will own two or more cars compared with the current one in eight.

That is what Alan G. Rude, president of Universal C.I.T. Credit Corp., told a group of automobile dealers recently, adding that by the end of the next decade "we can expect a \$790 billion economy compared with the present gross national product of some \$480 billion estimated for this year."

Consumer expenditures, he said, will rise from the present annual level of some \$313.5 billion to \$515 billion, while the average family's income will be over \$8,000. Ninety million motor vehicles will traverse our highways, he said, compared with some 67,000,000 now.

The opportunities for growth and increasing profits in the next decade "are not ours automatically," Rude said.

"The entire automobile industry depends on the salesman," he said, asserting that the 1960's can be the best in the history of the industry if dealerships stay at their best "selling weight," give salesmen adequate training in co-operation with factories and finance companies, maintain good customer relations and control time sales in this period of increasing use of instalment credit.



K. W. Pickering, formerly executive vice president of Allied and Southland Battery Companies, has been elected president of the companies, whose home offices are in Dallas, Texas. Pickering attended North Texas Agricultural College and Southern Methodist University.

Ford Executive Predicts Bright '60 with an If

AFORD Motor Co. economist forecast last month an advance to new highs in business activities in 1960, but warned that the pattern of advance will be distorted as a result of the steel strike.

Speaking before the winter meeting of the Carolinas-Virginia Purchasing Agents Association at Pinehurst, N. C., George P. Hitch-

ings, manager of economic analysis for his company, said that if steel production is not again interrupted, economic activity in the first half of 1960 will be sharply higher as steel consumers rebuild stocks at a rapid rate.

"Gross national product during this period will probably exceed \$500 billion, compared with the previous peak of \$484½ billion in the second quarter of 1959," he said.

"Maintenance of such a high rate of inventory build-up throughout the second half is unlikely. For this reason, the economy is likely to show little, if any, further real growth in the second half. A moderate rise in dollar volumes could occur because of price increases."

Hitchings said the appearance that the economy has benefited from the steel strike is only an illusion. The illusion stems from the rapid build-up of inventories before and after the strike, he explained.

"Actually, a strike of this duration has made for greater instability in the total economy," he continued, pointing out that an excessive portion of the buildup will be concentrated in the first half of 1960, rather than distributed over the full year.

"A moderate, steady uptrend in the economy is far preferable to the alternate highs and lows produced by such a strike."

Hitchings warned that the "slowdown in the aggregate price rise has created another illusion that we can relax in our efforts to hold down rising costs and prices."

Much of this slowdown has stemmed from a reversal of the trend in prices to farmers in 1959, he said.

Oldsmobile Promotes Two

Frederic L. Foerster has been appointed Southwest regional sales manager for Oldsmobile in Dallas, Texas, replacing Harvie L. Waite, who was named assistant general sales manager to head sales in the western half of the United States. Foerster had been Detroit zone manager for Oldsmobile for the past three years, while Waite was Southwest regional manager for that length of time.

your customers will . . .

COME AND GET IT



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**HI-FLO WIXITE
PREMIUM, DEPTH-TYPE
FULL FLOW OIL FILTER**

IT'S A WIX SPIN-ON FILTER

for
**FORDS and
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REPLACEMENT FOR —

**CHRYSLER
FAMILY CARS**

Chrysler • De Soto • Dodge
Imperial • Plymouth

**FORD
FAMILY CARS**

Comet • Continental • Edsel
Falcon • Ford • Lincoln
Mercury • Thunderbird

**AMERICAN
MOTORS**

Ambassador • Rambler V-8

Better be ready with this great, new Oil Filter development . . . many of your customers will be looking to you for it, to replace the millions of full flow SPIN-ON Filters on Ford family cars (1957 on) plus American Motors and Chrysler family vehicles (1958 on).

It's the sensationally new WIX Replacement Oil Filter that delivers 20% greater efficiency . . . now in high performance, *depth-type* construction for all the most modern full flow filtration systems! AND, it's a famous SPIN-ON, disposable type Oil Filter pioneered by WIX — contract supplier of original filter equipment to the Ford Motor Company.

Ask us about this great new Filter and the WIX-O-MATIC program for Dealers that will really put you into the filter business—profitably. WIX means business—for you!

WIX CORPORATION • GASTONIA, N. C.

In Canada: Wix Corporation Ltd., Toronto

In New Zealand: Wix Corporation New Zealand Ltd., Auckland





Lawrence E. "Larry" Davis is the new executive vice president of the Mississippi Automobile Dealers Association, succeeding Carl G. Wallace, who resigned. He was born in Huntington, W. Va., and is a journalism graduate of Marshall College, Huntington. He has been engaged in advertising and public relations work lately at Jackson, where he will headquarter.

Automatic Cruise System Developed by AC

A COMPLETELY automatic cruise control system for passenger cars, designed to sell for half the price of current, comparable devices, has been announced by AC Spark Plug Division of General Motors.

Joseph A. Anderson, AC general manager and vice president of General Motors, said the system has been offered to all automobile companies for sale as a manufacturer-installed option on new cars.

The "ACon-O-Cruise" combines an adjustable speed-control setting and a "silent" speed-warning signal. It senses speed through a governor attached to the car's speedometer cable and can be used to control speed automatically down to about 30mph. It is operated by vacuum from the engine manifold, without the need for electric motors and springs as required in other cruise control systems.

"This means it is less expensive to manufacture, easier and quicker to install and more dependable in service," Anderson said. "In addition," he said, "there is no 'hunting' or surging effect during speed compensation on hilly roads."

A touch of the brake pedal instantly disengages the system and returns the accelerator control to the driver. The system is also designed to disengage below dangerously high cruising speeds, and the entire system becomes inoperative if any component fails.

Maryland Dealers Name Kelly President

CHARLES B. Kelly, Jr., of Kelly Pontiac, Inc., Baltimore, has been named president of the Automobile Trade Association of Maryland.

Vice president is John G. Kiefer, president of City Chevrolet Co., and Thomas J. O'Donnell is the secretary-treasurer. New board members include Joseph Penn, Charlie Irish and Bernard Sugrue. Eight previously elected board members continue in that capacity.

Lakeland Dealers Pick Randall

New president of the Lakeland (Fla.) Automobile Dealers Association is G. W. "Bill" Randall of Randall Motor Co. Other officers are J. H. "Dusty" Rhodes of Jeep Motors, Inc., vice president, and George J. Husek of M. P. Tomlinson Co., secretary-treasurer.

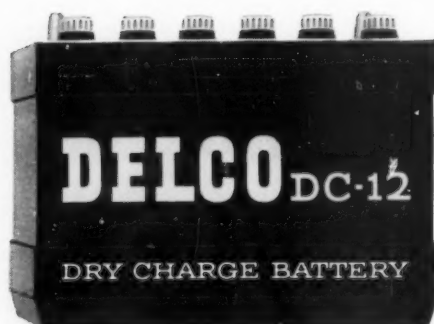


New officers of the New Mexico Automotive Dealers Association are (l. to r.): standing, Darwin L. Ingram, Clovis, Ingram Brothers Motor Co., Chrysler-Plymouth, vice president; Wayne Lovelady, Albuquerque, Wayne Lovelady Dodge, secretary-treasurer. Seated is W. E. "Ed" Black, Albuquerque, Oden Chevrolet Co., president. Not pictured are Nelson T. Turner, general manager, nor 13 directors elected for two-year terms as follows: Russell Poole, Bob Morran, Ed Walkey, H. L. Dewey, Russ Smith, Grover Dickinson, C. L. Hunter, Cecil C. Bynum, Joe Romero, George W. Goldsmith, Carl A. Oliver, Al Griffin and John M. Harper.

Executive committeemen of the National Dodge Dealer Advisory Conference, elected at the recent annual three-day meeting in Detroit, pose with M. C. Patterson (center), Chrysler vice president and general manager of Dodge Division (l. to r.): bottom row, Frank Collord of Waterloo, Iowa, executive committee vice chairman; Patterson; John H. Lander of Atlanta, Ga., reelected chairman; top row, Adelbert Spitzer of Mansfield, O., chairman of public relations committee; Louis J. Ouellette, Dodge director of dealer relations; Robert Popp of East Hartford, Conn., and William Scott of Charlotte, recording secretary.



FRESHIE'S STEERING 'EM YOUR WAY!



This perky little character is really spreading the word about Delco 100% Fresh Dry Charge Batteries. Your customers saw him in 1959 and will see him all through 1960 as the symbol of Delco DC. During January, February and March, for example, he will appear on the pages of Life, Look, Post, Argosy, True, Popular Mechanics, Mechanix Illustrated, and Popular Science. Freshie's on television, too, with the sparkling new Art Carney Show seen in millions of homes from coast to coast.

Delco's big, powerful advertising is national in effect—but, more important to you, the sales results are local. A large number of the 25,000,000 people who buy replacement batteries each year are presold on Delco. Thousands of these people may live in your town, hundreds in your neighborhood, many right in the block where you do business! You can help Freshie steer more of them your way by prominently displaying Delco Batteries, by using Delco point-of-purchase material, and by tying into the current Delco Sales Promotion.

QUALITY BUILT BY DELCO-REMY, FIRST IN AUTOMOTIVE ELECTRICAL EQUIPMENT . . . AVAILABLE EVERYWHERE THROUGH . . .



NADA Convention May Set Record

A NEW record of more than 13,000 attendance may be chalked up at the 43rd annual convention of the National Automobile Dealers Association at Washington, D. C., Jan. 30-Feb. 3.

Convention officials reported a heavy outpouring of reservations, especially from the Southeast and South.

Aside from the usual host of big hospitality events staged by car factories and finance companies, the program calls for opening the equipment exhibition at the Shoreham Hotel Saturday, Jan. 30. General convention sessions will be held at the Sheraton Park Hotel a block away.

On this opening day addresses will be given by Armand J. Gariepy, director of Sales Training International, Barre, Mass.; E. R. Taylor, executive vice president, Motorola Corp., Chicago; Clarence Wickham, Ford dealer of Tarboro, N. C., who will speak on "Service, the Backbone of This Business," and Donald P. Nelson, president, U. S. Parts Corp. and U. S. Industrial Engine Corp., Washington, D. C.

A non-sectarian, laymen-led worship service will be held, as usual, the next (Sunday) morning. Addresses that day will be by Gariepy, Arthur Hawkes, Cadillac dealer of Portland, Maine; Louis W. King of Fort Lauderdale, Fla., Oldsmobile dealer, on the topic "The Used Car—a Red Ink Eradicator," Frank P. Tighe of Philadelphia, editor of *Motor Age*, and Robert Young of Automotive Enterprises, Birmingham, Mich.

A musicale, "Highlights of Broadway," will conclude the program Sunday.

The program for the remaining days will include:

Monday—President's report by H. L. Galles, Jr., Cadillac-Oldsmobile dealer of Albuquerque, N. M.; an address by Arthur Upgren, director, Bureau of Economic Studies, Macalester College, St. Paul, Minn., and a panel presentation on merchandising trucks for profit.

Tuesday—Addresses by Carl F.



Birkett L. Williams (top), veteran Ford dealer of Cleveland, Ohio, is expected to move up from the first vice presidency to the presidency of the National Automobile Dealers Association. John H. Lander (bottom) of Atlanta, Ga., one of the nation's biggest Dodge dealers and who has been treasurer of NADA the last two years, is reported likely to be named first vice president, which would place him in line for the presidency a year from now. Lander is a past president of the Georgia Automobile Dealers Association and the Atlanta Automobile Association and was reelected chairman of the National Dodge Dealer Advisory Council last month.

Oechsle, assistant secretary of commerce; Phil de Beaubien, publisher, *The Detroit Times*, Detroit, and Stanley Pressler of Bloomington, president, Indiana Automobile Dealers Association.

A dramatic play, "Profit Is Not a Naughty Word," will be staged that afternoon, followed by the annual convention dance.

Wednesday — Addresses by M.



H. L. Galles, Jr. (top), Cadillac-Oldsmobile dealer of Albuquerque, N. M., is president of NADA and James C. Moore (bottom), a native of York, S. C., and former general counsel of NADA, has been executive vice president since last April.

Belmont VerStandig, president, M. Belmont VerStandig, Inc., advertising, Washington, D. C., and James C. Moore, NADA's executive vice president. The NADA Revue will be presented as the concluding event by Ford Motor Co.

The ninth annual breakfast of the NADA 30-Year Club will be held Tuesday, Feb. 2, at 7:45 a.m. in the Sheraton Park Hotel, with Dr. Kenneth McFarland of Topeka, Kan., well-known lecturer, speaking.

A tour of the White House and other plans are included in the ladies' program.

The 1961 convention will be held Jan. 28-Feb. 1 at San Francisco.



"Why Not GO AFTER The **BIG PROFIT JOBS** *in YOUR COMMUNITY?*"

REMEMBER — BIG PROFIT JOBS
Don't DRIVE IN — THEY'RE TOWED IN...

Shops equipped to render Modern HOLMES WRECKER Service are getting the *most profitable work in their community*. The operation of HOLMES units such as shown, *does* enable a shop to extend its service facilities miles away, pick up new business... and *secure jobs and profits* that would NOT be possible otherwise.

Modern Road Service is the key to many of today's most profitable service operations—towing, wreck reconditioning and all kinds of shop work. Why not cash-in on this business by rendering the most up to date Wrecker and Towing service in your community? HOLMES offers a wide choice of Wrecker units each varying in size, capacity and earning ability. Send *today* for full details.

HOLMES 525 WRECKER

A 12 Ton, All purpose Wrecker, ideal for handling all cars and average size trucks. The unit has a rated capacity of 6 tons per boom, long range of operation and is capable of rendering a wide variety of work. It is fast, versatile and economical to operate. Moderate size for installation on a truck of 1½ to 2 ton capacity. Send for details.

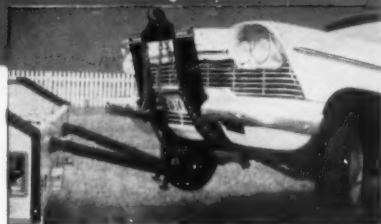
**SEE US AT THE IASI
SHOW, BOOTH 2925**

HOLMES
Wrecker Equipment



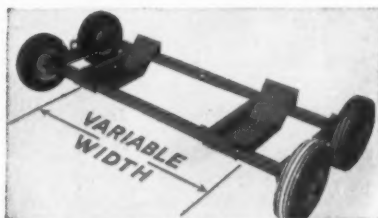
HOLMES Power WRECKERS
for all 1960 Chevrolet and
GMC trucks ¾ ton and up.

ERNEST HOLMES COMPANY
Chattanooga 7, Tennessee



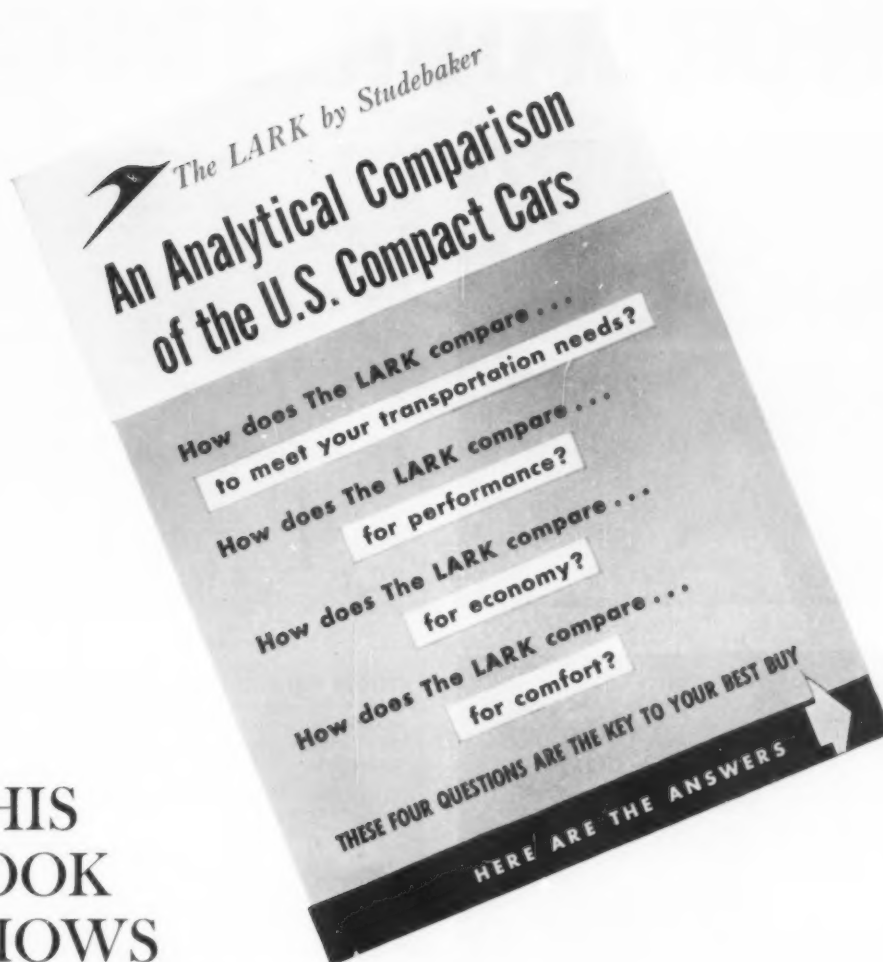
HOLMES TOWING SLING

Permits Fast, Safe Towing of all cars without scarring or damaging light chrome and body parts. Easy to use — can be installed on almost any truck. Send for details.



HOLMES TOWING DOLLY

A portable unit, easy for one-man to assemble and position for towing. Handles all cars, either with or without wheels. Send for details.



THIS BOOK SHOWS 62 REASONS* WHY...

- LARK DEALER PROFITS are 17% higher than industry average (first 9 months of 1959)—and are continuing at that pace!
- LARK DEALER WORKING CAPITAL nearly doubled (first 9 months of 1959)—and is still rising!
- LARK DEALER NET WORTH increased 80% (first 9 months of 1959)—and is still increasing!

*... those 62 REASONS are in the car alone!

GET THE FACTS ON

LARK DEALER PROSPERITY

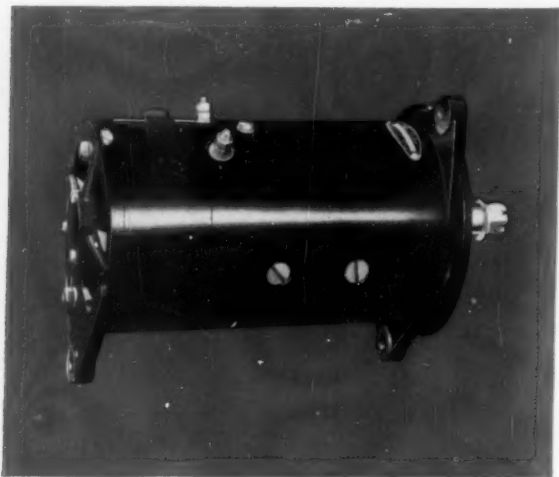
TELL ME ABOUT THE LARK FRANCHISE—in strictest confidence, and without obligation.

DEALER DEVELOPMENT DEPARTMENT
STUDEBAKER-PACKARD CORP., South Bend 27, Indiana

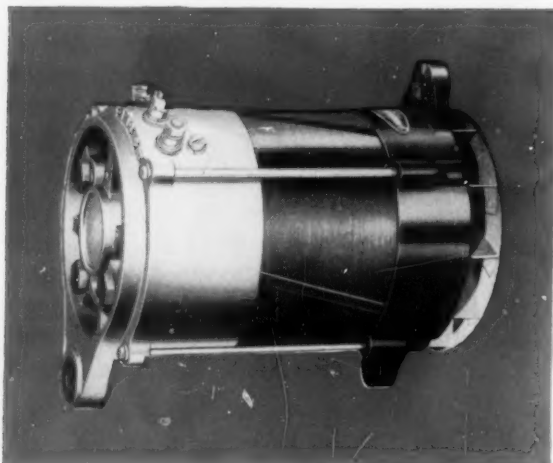
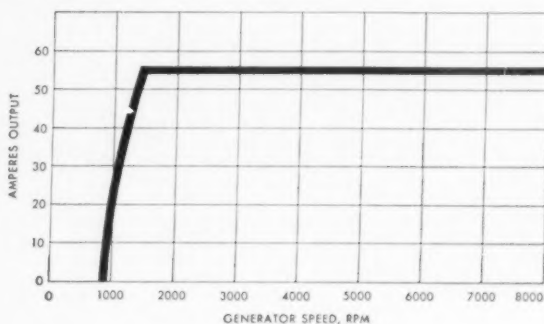
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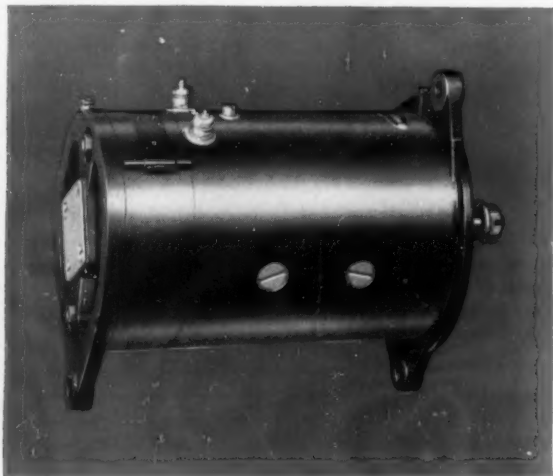
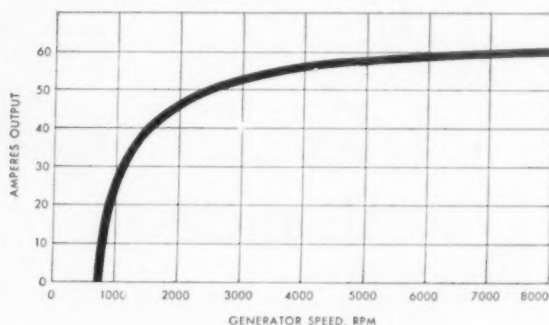
TAILOR YOUR TRUCKS



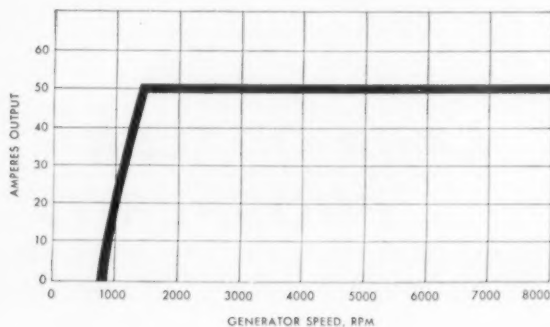
1106991 EXTRA-OUTPUT D.C. GENERATOR—12 volts • 55 amperes • 12 amperes at idle—For cross-country trucks, school buses and other vehicles with extra electrical equipment.



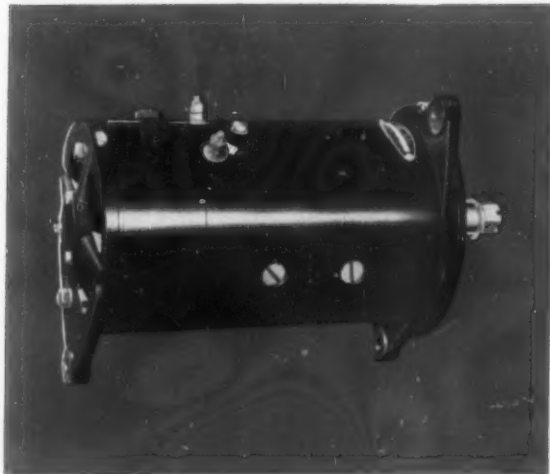
1117070 SELF-RECTIFYING A.C. GENERATOR—12 volts • 60 amperes • 27 amperes at idle—For high-duty vehicles with heavy electrical loads . . . operating at all speed ranges. Ideal for excessive low-speed operation and curb-idling.



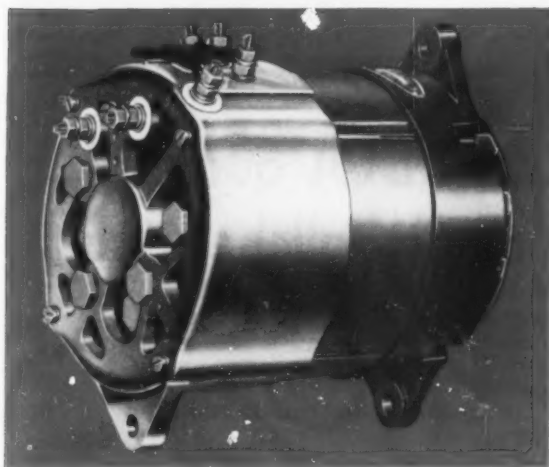
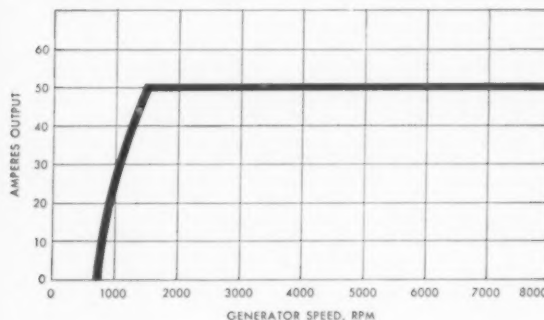
1106985 EXTRA-OUTPUT D.C. GENERATOR—12 volts • 50 amperes • 14 amperes at idle—Short frame generator for difficult mounting applications. For vehicles in city and suburban use. Not for cross-country operation.



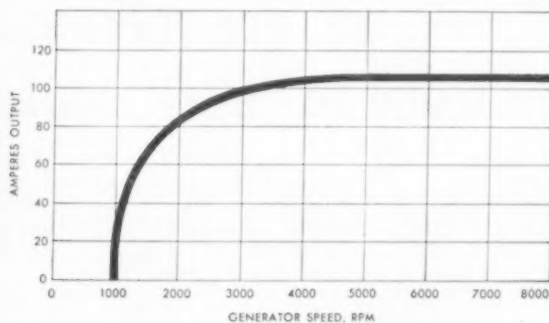
TO JOB CONDITIONS



1106986 EXTRA-OUTPUT D.C. GENERATOR—12 volts • 50 amperes • 20 amperes at idle—For metropolitan trucks and school buses, with extra electrical equipment . . . operating at low speeds and with engine idling most of the time.



1117115 SELF-RECTIFYING A.C. GENERATOR—12 volts • 105 amperes • 10 amperes at idle—For high-duty vehicles with extra-heavy electrical loads . . . operating at all speeds. A.C. voltage available for 110 V conversion.



Delco-Remy offers a complete line of A.C. and A.C.-D.C. generators that are right for the job.

Demands on the electrical systems of trucks vary with their use. For best performance, whether the vehicles be new or already in service, the electrical equipment should be job-matched to meet those demands.

Do your trucks have extra electrical equipment? Operate cross-country, around town or off the road? Do they travel at sustained highway speeds, or with plenty of

stop and go? Whatever their assignment, there are Delco-Remy extra-output generators and regulators job-matched to meet the electric power needs *exactly*.

Delco-Remy ELECTRICAL SYSTEMS



FROM THE HIGHWAY TO THE STARS
DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA

Better products, faster, from your BCA bearing jobber:



Keep 'em rolling...with BCA quality "front to rear" replacement ball bearings



Here's why more BCA ball bearings are being used for replacements in wheels, clutches, generators, transmissions, differentials and axles:

Quality: You reduce service frequency . . . and keep your customers happier and safer . . . when you replace worn bearings with BCA quality ball bearings.

Every size and type: Every BCA ball bearing is precision made to fit perfectly and install easily. The BCA line is complete with a type and size designed for every automotive replacement use.

And fast delivery: Your BCA bearing jobber can give you complete information on the BCA quality line. And he'll give you fast delivery on the bearings you need. It pays to stock BCA ball bearings for better service and bigger profits.

BCA BALL BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



*In the
automotive
service business...*

THERE'S NO BUSINESS LIKE CHEVROLET BUSINESS!

INDEPENDENT SERVICEMAN:

*"Being able to get the parts
when I need them sure helps
me give fast service to my
Chevrolet customers."*

CHEVROLET PARTS SALESMAN:

*"You're right—getting the
car on the road is sure impor-
tant to the customer."*

*Here's why there's no business
like Chevrolet business:*

1. Over 16,000,000 Chevrolet cars and trucks on the road ... more than any other make.
2. Your Chevrolet dealer can be your one-stop source for all genuine Chevrolet parts.
3. Genuine Chevrolet parts are built of the same quality materials and to the same rigid engineering specifications as the originals.
4. Your Chevrolet dealer has profit-building service aids to help you serve Chevrolet owners.

CHEVROLET DIVISION OF GENERAL
MOTORS, DETROIT 2, MICHIGAN



CHEVROLET

MAKE YOUR CHEVROLET DEALER YOUR PARTNER IN SERVICE

... HE IS READY, WILLING AND ABLE TO SERVE YOU!

withWagner Lockheed--the Quality line--

The image shows a man in a light-colored button-down shirt standing in a workshop. He is holding a large sheet of paper titled "HOW-TO-DO-IT" INSTRUCTIONS. In the foreground, there are two open boxes of Wagner Lockheed brake shoes. The box on the left is labeled "Wagner Lockheed" and "WP LINED BRAKE SHOES". The box on the right is labeled "Wagner Lockheed" and "WP LINED BRAKE SHOES". In the background, there are shelves stocked with various brake parts, including "WHEEL and MASTER CYLINDER KITS" and "STOP-LIGHT SWITCHES".

Wagner
Quality
first in the field!



ONE CALL GETS ALL
your brake service needs
from one source—your Dis-
tributor of Wagner Products.

LOCKHEED BRAKE PARTS, FLUID, BRAKE LINING and LINED BRAKE SHOES • AIR HORNS • AIR BRAKES • TACHOGRAPHS

you've got what it takes!

Wagner Lockheed

LINED BRAKE SHOES

are packed with a
"HOW-TO-DO-IT" Instruction Sheet in each box

Make friends—and make money—by featuring brake relining service. Wagner makes it easy and profitable for you.

A "Safety-check" Dash Tag and "HOW-TO-DO-IT" Installation Instructions are included with every set of Wagner Lockheed Lined Brake Shoes. The easy-to-follow instructions enable an average mechanic to turn out a good job in minimum time.

Wagner Lockheed Lined Brake Shoes come to you with the lining contour ground to compensate for normal drum distortion. With correct clearance provided toward the ends of the shoe, lining contacts the drum over most of the lining surface. This feature helps you produce jobs that give safer, smoother stops. You will have less grief, and there will be fewer comebacks for adjustments.

"WEB" CoMaX LINED SHOES are bonded with

CoMaX premium quality wire-backed flexible molded lining. Designed for general use, this lining has long wearing qualities... Sets are also available with riveted lining.

"WP" LINED SHOES are bonded with "WP" top-quality molded segments, and are extensively used on high horsepower passenger cars and commercial vehicles equipped with or without automatic transmissions and power brakes.

In addition to lined shoes—the Wagner Lockheed line of friction materials includes sets, rolls, blocks, slabs, and cut segments.

FOR DETAILS on Wagner Lockheed Lined Shoes, Brake Lining, Brake Parts, Power Brake Repair Kits, and Brake Fluid—consult your nearby supplier of Wagner Products... Also ask how to become a Wagner Franchised Dealer and be eligible to display the sign that identifies you as a brake service "headquarters."



ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES

Wagner Electric Corporation

6362 Plymouth Ave., St. Louis 33, Mo., U. S. A.
(Branches in principal cities in U.S. and in Canada)

Please send me:

- ☐ Bulletin on Wagner Lined Brake Shoes—BU-579
- ☐ Information on Franchised Dealer Plan
- ☐ FREE copy of 1960 CATALOG AU-1

NAME _____

FIRM _____

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CITY & STATE _____

WB60-F

*The only way to determine the
quality of an engine
is to run it under load!*

**DYNAMOMETER TEST
FINAL INSPECTION REPORT**

Engine Make — Model CP 28
Job No. J15976D Assy. by 621

COLD PRE-RUN TEST:
Compression 135 Max Variation 5
Oil Pressure at 300 RPM 45

RUN-IN UNDER POWER TEST:
Max. Temp. 160 at 1800 RPM
Max. Torque 170
Valve adjustment Hot: Int. 012 Exh. 014
Oil Pressure Hot: 300 RPM 25 1800 RPM 45
Vacuum Reading at Idle 19 in.
Final Compression Check, Hot: _____

Checked for Oil Leak OK (see attached chart)
Water Leak OK
I certify that the above test figures are correct.
John Doe Inspector

ROGERS
Remanufactured
ENGINES
1060 Huff Road, N. W., Atlanta, Ga.

INSTALLER — PLEASE NOTE: To the best of our knowledge, we are the only engine remanufacturer in the country who dynamo-meter tests each and every engine, giving the actual performance figures to the buyer. These tests are very expensive, and can only be justified by the elimination of trouble. Follow the installation check sheet and be certain of a satisfied customer.

MOTEST CHART
lbs./sq. inch.
50 100 150 200 250
Date _____ Re-Order No. 250

Only Rogers gives this proof of performance! A dynamometer test report and compression graph telling you the engine you receive has met the highest standards of quality and performance. For details call your Rogers' distributor or write John Rogers Company, 1060 Huff Road, N.W., Atlanta, Georgia.

After 15 Years In The Making . . .

***FROSTEMP**

**Is Yours Distributor & Customer
APPROVED!**

For 15 years you have been designing an automotive air conditioner. Each time you expressed your opinion you drew another specification toward development of the ideal product.

Lindustries Engineers, who designed and built the first independent auto air conditioner in America, translated your opinions into design, engineering and production of the perfectly proportioned Frostemp for '60.

***The First Auto Air Conditioner
Ever Designed By Public Opinion**

Frostemp was tested and accepted through a carefully selected group of Distributors from coast to coast! The amazing proof of Distributor and Customer approval is reflected in these unsolicited reports:



I think you have a terrific unit. Illinois

I like the way it installs, the controls and the way it cools quietly. I think you have one of the best units on the market. So. Carolina

We are very pleased with the Frostemp unit. The public likes them very well. Texas

Frostemp price and performance has placed us in a leading position in local Auto Air Conditioning. California

Names and addresses of these executives will be supplied by Lindustries!

Quietly Recirculates Air In 30 Seconds!

Powerful twin squirrel cage blowers are placed in front of the coil and pull air over the entire cooling fin surface. Frostemp cools, purifies, dehumidifies and recirculates the air in the average car every 30 seconds!

Exclusive Hidden Comfort!

Two additional concealed louvers diffuse a gentle flow of air over the floor area keeping it pleasantly cool. This new concept in complete car cooling eliminates uncomfortable concentrated streams of cold air characteristic of side louvers!

Economy Performer!


Rock-bottom in maintenance . . . And the standard of perfection in complete car coolability!

A Profitable Salesman!

Engineering perfection, beautiful styling, coast to coast advertising and free dealer aids make Frostemp for '60 your most profitable salesman! Price lists and other information, including information on Frostemp foreign and economy car units available now! All inquiries are confidential!

A LINDUSTRIES POLICY

Only One Authorized Distributor To Any Given Trade Area! Lindustries policy of one Distributor to a given trade area is a progressive marketing factor designed to protect aggressive, farsighted, ethical Distributors against unfair and unwarranted competition!



William E. Lind, Sr., President
Lindustries, Inc.

C O N T A C T :

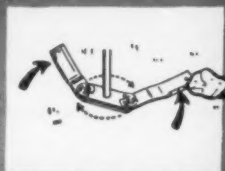
**LINDUSTRIES, Inc. 1041 Foch Street
Fort Worth, Texas L-1 Phone EDison 2-7933**

Name _____
Address _____
Firm _____

Certified...

Automotive Trade's only **POWER MOWER** with "CRANKSHAFT PROTECTION" **GUARANTEE!**

Look, for 1960... Certified gives you far more to sell than just price alone! Certified now unconditionally guarantees every rotary against crankshaft damage—thanks to Deflector Blade with "hinged tips" that swing back on impact and absorb shock. Think what a sales weapon you have in your hand when you tell prospects how Deflector Blade positively eliminates the greatest cause of all rotary mower expense. And furthermore, is guaranteed to do it! No other mower—and we repeat—no other mower in your field, gives you such a powerful selling edge!



Certified Helps You Get the Rest of the "YARD AND GARDEN" BUSINESS, TOO!



Model 5455
28"
8-bushel capacity

Certified

Fold-away
LAWN
SWEEPERS

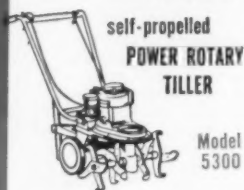
Model 5415
20"
4-bushel capacity

Certified



self-propelled
POWER LAWN SWEEPER
Model 5365—28"
8-bushel capacity

Certified



self-propelled
**POWER ROTARY
TILLER**

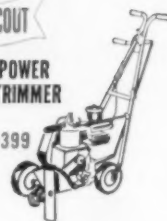
Model
5300

LAWN SCOUT

**POWER
EDGER-TRIMMER**

Model 5399

One tool
does two
jobs!



Certified power mowers are built to perform... designed to sell...PLANNED TO COVER EVERY CUSTOMER NEED

Feature-Packed Self-Propelled ROTARIES Model 2227-22" with 2-speed shift drive

Speed choices for all lawn needs. "High" for straight-a-way, "Low" speed range for hills and heavy work... "Neutral" for free-wheeling operation. Recoil starter standard equipment.



Model 2235

Deluxe 24" RIDING ROTARY

with gear-free, full range Planitor Drive

Easiest, one-lever operation for forward, reverse and acceleration. No gears to shift! Constant blade speed, independent of riding speed to always assure uniform cut!

Model 2226-22" with SINGLE SPEED



FREE-WHEELING ROTARIES in 3 popular sizes

MODEL 2205-18"

MODEL 2215-20"

MODEL 2225-22"

BEST IN BOTH TYPES OF REELS

MODEL 5115-20"

MODEL 2105
-18"
MODEL 2115
-20"

Front discharge
•
Side trim
•
Extra close
quarter-inch cut

Write Today Find out
how you can earn more and
keep sure of selling Certi-
fied in '60 with new
CertiFIVE PLAN

WESTERN TOOL AND STAMPING CO. Dept. 10,
2725 Second Avenue • Des Moines 13, Iowa

Gentlemen: Rush me details on Certified
including the story about your CertiFIVE
"EXTRA PROFITS" PLAN!

Name _____

Firm Name _____

Address _____

City _____ State _____

I am a Dealer _____ I am a Distributor _____

Manufactured by **WESTERN TOOL AND STAMPING COMPANY**
2725 Second Avenue, Des Moines 13, Iowa



EXTRA WEIGHT ALONE SELLS IT, *but that's not all...*

Nothing sells mufflers like weight—and Merit has the weight that sells. The fine, solid weight of Merit says, "Here's a muffler with *more* heavy-gauge steel in its construction. Heavier outer heads. Heavier shell. Heavier inner parts. All to resist corrosion longer." *But that's not all...*

To clinch sales, Merit's heavier steel is *coated*, too. 3 out of 4 Merit mufflers you sell have coated

steel shells, and some of the fastest-moving numbers are coated *completely*, inside and out. And inside there's "Anti-Rust" design that keeps Merit Mufflers *dry*, cuts corrosion to a minimum. Your Merit sales pitch is simply unbeatable.

Make *your* move to Merit now... call your jobber. Tell him you *want* to cash in on Merit, the fastest growing muffler line in the industry.

The big move is to

MERIT

because Merit makes sales happen

MUFFLERS AND PIPES

Dept. 5A, 619 Smith St., Toledo 1, Ohio

The Shop Sells Our Cars

WE LOOK upon our service department as our greatest source of new-car sales.

In an area like Bethesda where a new-car prospect is very maintenance-conscious and inquires, "How is your service department?" we cannot afford to give less than absolute concern for every job that leaves here.

If we have to move heaven and earth, we have got to see that the customer is satisfied—more than satisfied, happily pleased. How can we gauge our success per individual customer? By getting, or trying to get, a customer's reaction to our work in every case. That is our daily test.

We believe that we hold 15% of our service volume through our card and personal follow-up service. A questionnaire is attached to every repair order, even on minor jobs, inquiring into the car performance, courtesy and fulfillment of promised delivery time. We want to sift and catch the gripes. Though management is on hand all day long, a follow-up system is the only way to keep your finger on customer satisfaction regularly.

Customers are so genuinely surprised when I call them up and in-

By **PETER ZOURDOS**

General Manager,
Cranston Rambler, Inc., Bethesda, Md.

vite them in to go over their car troubles with me and the service manager, that the demonstration of concern in itself dissolves some of the antipathy. So many people these days have come to feel that the business community is interested only in their dollars and do not give a rap about customer satis-

faction after the sale is made.

The chance to talk over his car troubles, win redress for wrongs or omissions, obtain assurance from top management that any future trouble will be just as wholeheartedly corrected gains immense appreciation and good-will. It is personal attention that a good many people believe no longer exists.

Of the 50 some questionnaires sent out daily, about half return.

We are assuming those who do not respond are reasonably satisfied. The major portion returning speak well for our operation; a small percentage is "peeved." These cards are pulled out for me and I get on the telephone after I have consulted with our Service Manager Joe Maggio and looked over the customer's repair order to back-ground myself.

I first learn what was done, when, who carried it out, what the charges were, and check it against the complaint. Then I get on the telephone, reaching the man at his place of work or at home. This is what I say:

"Mr. Jones, I have just received your card commenting on the work done in our service department. We re-

Suggestions from customers included this one: "Live up to promises of the service manager as to time and rates." Others have suggested "more servicemen with more direct answers" and "the charges were excessive; service manager too brusque." Compliments also have been received from the shop trade on these perforated, folded cards requiring no postage.

Thank you for bringing your car to us

The opportunity to service your car was sincerely appreciated. We hope our work was satisfactory and would like to have your comments. Please answer the attached questionnaire, tear it off and mail it to us. No postage necessary.

Thank you for your cooperation.

Joe Maggio
Service Supervisor

ONE OF AMERICA'S LARGEST RAMBLER DEALERS

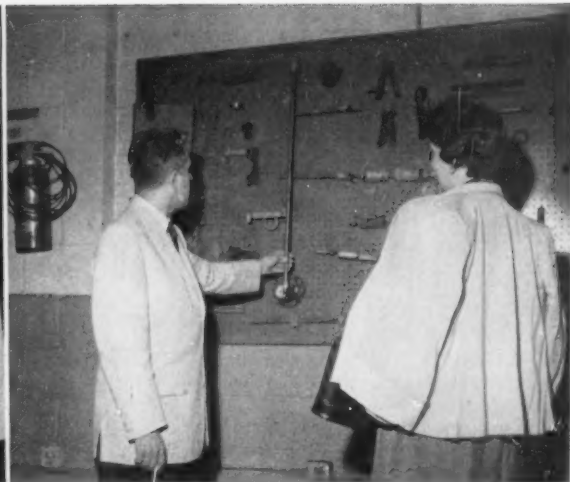
WHAT'S YOUR HONEST OPINION?

- Were you treated courteously? *Yes*
- Was the work done to your satisfaction? *Yes*
- Was your car ready on time? *No*
- Do you consider the charge fair? *No*

HAVE YOU ANY SUGGESTIONS FOR IMPROVING OUR SERVICE?

Live up to promises as to the service, especially time, and rates.

Signed *J. R. Reynolds*
Telephone Number *ND 2-1897*



A new-car prospect is introduced to Service Manager Maggio. General Manager Zourdos shows her around the shop.

gret you were dissatisfied and would like the opportunity of talking over the trouble with you and doing the job over to your complete satisfaction. Would it be possible for you to bring your car in tomorrow (or today) at — ? We'll check it and road-test in your presence. We shall have the service manager on hand to see that everything is properly handled this time."

This really overwhelms the customer. Sometimes so much so that when he comes in, all his troubles seem to have evaporated. Some even have difficulty recalling what the gripe was about. However, I do not want to minimize the legitimacy of some complaints. They

are real all right.

At the appointed time I have Service Manager Joe Maggio in the office, and with the records in front of us, we listen to the symptoms as the customer describes them. Then the three of us road-test for ten to 15 minutes, I driving with the customer beside me and the service manager in the rear watching and listening, as we try to simulate road conditions which bring out the car's ailments. My presence lends authority and company concern for fairness to the interview; the service manager puts at the customer's disposal his mechanical expertness.

Upon our return we try to take immediate care of the job, if possible, but if we are filled up or the

job may mean extended time, we promise a delivery time. If the customer wishes, we deliver the car—and pick it up.

I can best illustrate results with a few examples. A card came in complaining that we had let a car go out that developed a great noise in the rear. Persuaded to come in, Mr. T. . . . pointed out the trouble. He was correct. A loose lug nut was found in the right rear wheel. We not only took care of the lug nut but gave the car a good going-over, noticed that the rubber weatherstripping had loosened in a spot, and took care of that too. We regained an old customer.

In another instance a woman customer complained that our prices were exorbitant and she thought she had been charged too much. No one was more surprised than she when I called her, after looking into repairs and charges, and invited her to come in and talk it over. It is possible, I suggested, that we made a mistake. When we went over her bill, we found we had charged her for an ignition switch which should have come out of warranty. She was very much pleased with a refund.

One customer who complained to us of a noise in the rear when he parked his car was urged to bring it in. As every dealer knows, it is sometimes extremely difficult to hear what the customer hears when he is driving. That rainy afternoon I believe we backed that car up to the curb 20 times before we heard a sound. When we did, the service manager was quick to

(Continued on page 66)

A customer who has complained about a noise in the rear of his car gets the combined attention of the general manager and service manager.



71% Expect Bigger Shop Volume in '60

By **BILL HERBERT**
Editor

SHOP volume is going to run higher this year than last year, in the opinion of 71% of the franchised car dealers and garage operators answering a survey sent by SOUTHERN AUTOMOTIVE JOURNAL to 800 last month.

Twenty-nine per cent said they expected the shop business to approximate 1959's performance. None expected a downturn.

Sixty-three per cent said their shop business last year through early December was ahead of the 1958 total, ten per cent listed the same volume and 27% said their volume was less.

In a number of instances the volume climbed last year because additional mechanics were hired. Generally these shops looked for less of an increase this year, unless they should further expand their personnel.

Some said their dollar income was up also because of lifting their flat rate. (For the flat rate story, turn back to page 7.) E. J. Kayser, Jr., for example, said that shop volume was up 12% at Charles Clark Chevrolet Co., McAllen, Texas, where the flat rate of \$4 was adopted last June.

A small-town Alabama Ford dealer chalked up a rise of 11%. He hired two additional mechanics the last quarter of 1959 and installed some new front-end equipment, both helping to push up his shop business.

A Birmingham, Ala., General Motors dealership experienced a ten per cent rise in shop dollars, attributed greatly to carrying out a program of shop operation set up by a professional expert in the field.

A. A. Collingsworth, the Buick-Lark-GMC dealer at Perryton, Texas, reported a rise of ten per cent due to "concentrating more on shop business and better mechanics," augmented by newspaper advertising "and a lot of hustle."

Expanding shop services helped bring an increase of ten per cent at Beall-Cook Chevrolet Co. at Pearsall, Texas. L. B. Cook said that only local advertising had been used to promote his shop. His flat rate of \$3.50 an hour was adopted two years ago and he plans an increase this year.

"New cars" aided Keating Chevrolet, Winnie, Texas, in boosting its shop volume ten per cent last year. The same increase should be felt this year, said Paul C. Keating.

Shop business should be up ten per cent this year for Schultz Tractor & Implement, Point Pleasant, W. Va., said Howard Schultz. The company does considerable work for farmers. Its hourly rate of \$3.50, instituted in 1957, will be raised this year.

Ben C. Greenfield reported shop business 15% higher at Greenfield Electric Co., Garland, Kan. His labor charge of \$2.50 an hour was installed in 1957 and will be increased this year. Planned increases for this year were less frequent where present charges were ranging between \$1 and \$3.50.

Harry P. Theall blamed "tight money" for the ten per cent decline last year at Harry Theall's Garage in Lake Charles, La. He looked for no increase this year over shop activities last year.

A Beaumont, Texas, "Big Three" dealership reported a drop of 25.2% due to "general business slump in this area," but looked for a climb of ten to 20% in shop business this year.

A small-town Kansas Dodge dealership predicted the new year would bring a rise of five per cent in its shop dollars.

The steel strike was credited with shrinking shop volume two per cent at Bernie's Belair Road (Baltimore) Chevrolet. The mechanical rate of \$5 an hour was adopted there last January and no further in-

(Continued on page 62)

This card, once it's filled out, is attached to the rear-view mirror. It's part of the best promotion plan found yet for Motordrome, Inc., at Sheffield, Ala., said Lester L. Roblin, service manager. "I find that most customers will come back to you for any service need that has been checked out on the card," he said. A life-time lube card for new- and late-model cars has been far superior to any follow-up plan, he reported.

	OK	FILLED OR REPAIRED	REPAIR NEEDED
Battery Electrolyte Level			
Cooling System			
Fan Belt			
Power Steering			
Air Cleaner			
Windshield Washer			
Exhaust System			
Brakes			
Tires			
Automatic Transmission Fluid			
Head, Tail Lights, etc.			
Universal Joints			
Steering Wheel, Seat Clean			
Next Lubrication Needed At _____ Miles.			



By **E. M. LOWERY**
Technical Editor

THIS Business which we call Service:

Just what are you doing about it, Mr. Service Manager? Are you getting your shop's share? Or, are you allowing your shop volume to gradually "fall off" because of:

- 1.—Mis-managed facilities.
- 2.—Lack of proper tools and equipment.
- 3.—Lack of properly trained personnel.
- 4.—No customer "follow up" system, and no service advertising.
- 5.—Poor quality of workmanship.
- 6.—Poor customer relations.

To be successful, a service department *must* have correct management control over each of these items.

Let's look at them, one by one:

Item 1. Service facilities: What does your service customer see when he or she drives his car into *your* department? In far too many cases, they will see old and faded signs advertising service specials, tools and equipment scattered helter-skelter on the floor, making it dangerous even to step out of a car. Maybe dust-covered parts and accessories.

Surely such a picture is unattractive and doesn't make a customer think that such a shop can or would do quality work—or cre-

ate a desire on the customer's part to return.

Service facilities don't necessarily have to be large and ultra-modern to be kept neat, clean and inviting. Look around your town: you will find small service stations whose appearance is equal to that of any of the large "master stations."

Most owners take pride in their cars and don't care to have them

From his two-generations-plus years of experience in the shop Ed Lowery cites six "bugs" that may be attacking your service sales. He's director of service at Lander Motors (Dodge-Simca), Atlanta.

served in "dirty" shops. Let's clean up!

Well-managed facilities call for getting the highest production possible from every square foot of floor space.

Item 2. Proper tools and equipment: The screwdriver, pliers and monkey wrench days are gone forever. It requires special hand tools as well as major shop equipment to service today's cars.

Customers become more sold on a shop that has its tools and equipment arranged in a neat display. It makes them feel that their car trouble will be correctly diagnosed

and the repairs properly made.

We might say that today there is a tool for every job and there should be a place for every tool. If you see that the tools are kept in their proper place, much time will be saved by the mechanic. Therefore his production will automatically increase.

Item 3. Lack of properly trained personnel: No service manager need be reminded of the shortage of skilled mechanics. This condition can be relieved to a great extent if the service manager will institute a shop training program which will include both group and individual instruction with regard to the new models.

Where factory training courses are available, he should attend and insist that his mechanics attend. Nothing can waste more shop time than a mechanic on a job with which he is not familiar, and he can't be familiar with each new model unless he is trained.

A well-rounded training program will usually produce a profitable shop operation.

Item 4. No customer follow-up system—or service advertising: We have to keep them coming back; we must have the repeat business. So, you should have the finest owner follow-up system obtainable, commensurate with the size of your business.

Well-planned sales letters should go into the homes of your service customers monthly, telling them what you have to sell, how well-qualified and -equipped your service department is to handle all their service needs.

Believe it or not, most owners

like to be remembered and/or reminded that some one else is interested in the welfare of their car.

There is one thing we should watch in all service promotional advertising: We must keep it honest if we are to create confidence in the minds of our customers with regard to our department. If you have "specials," see to it that they are honest specials—not just "come-ons."

Item 5. Poor quality in workmanship: Nothing will undermine a good follow-up program and
(Continued on page 66)

Two Questions Face Dealers in '60

"PROPHET or no prophet, just tell me what you think of the auto business, from a dealer's angle, in 1960." So said Bill Herbert, the genial editor of *SOUTHERN AUTOMOTIVE JOURNAL*, and before I knew it, I said, "Okay." So there you are, and here I am, scratching my head, wondering what the ——— will happen in 1960!

Of course, the steel strike had its effect on both public and dealers during the last quarter of '59, and we must also realize that any predictions I make might be knocked into a cocked hat by another steel strike after January 26.

I wrote this article in mid-December, right after returning from two meetings which involved the Dodge National Dealer Council and the executive board of NADA, so I had the opportunity of talking with factory people in Detroit and with two sets of dealers from all over the United States.

I don't know the reason for all the optimism, but none seemed to think there would be any more steel strikes, and certainly from all I gather, the planners at all the factories are preparing to produce more cars the first quarter than they ever produced before.

There will be plenty of cars in 1960, and a plentiful supply will be in dealers' hands for the "so-called" spring market. This will probably be a good thing, because there seemed to be a pent-up desire on the part of the public to buy the new models when they were introduced last October. A lot of dealers report good business and good profits for a change, until the stocks dwindled away.

I think the surge to buy, as proven by October sales, was due to two causes: the excitement created by the introduction of the "compacts" and the general "newness" of the standard-size cars for 1960.

Certainly all the writing, pre-show advertising and general curiosity about the looks, sizes and prices of the compacts created an interest in the '60 model introductions that was far above normal—and many people who went to look, went ahead and bought a car when they discovered they could get what they wanted, regardless of fears of steel shortages.

By **JOHN H. LANDER**
President, Lander Motors, Inc.
(Dodge-Simca)
Atlanta, Ga.



The author is one of the nation's best known franchised car dealers. He is treasurer of the National Automobile Dealers Association and is in line for elevation to the vice presidency later this month—or even the presidency. Last month he was reelected chairman of the Dodge Dealer Council. He is a past president of the Georgia Automobile Dealers Association and the Atlanta Automobile Association. His firm is one of the world's largest Dodge dealerships.

So it was that many dealers report that their salesmen discovered they could ask for and get decent grosses on both compacts and regular cars. These dealers, by and large, look ahead for a good year in 1960, provided we don't run into a year of overproduction on the part of the factories. So, here are our two questions for 1960:

1.—Will the dealers retain good grosses and improve their profits, after stocks get plentiful?
and

2.—Will the manufacturers refrain from producing more cars than the public wants to buy in 1960?

Let's consider the first question. There has been a slow but improving increase in dealer profits during 1959. More dealers seemed to know what they were doing, and more dealers were reporting

profits than in the previous years. We at NADA have certainly tried to focalize and educate, through business management meetings, conferences, "profit rallies," magazine articles and word of mouth, the importance and necessity of operating at a profit in all departments of a dealer's business. Maybe it's helping and I hope that heavy inventories, come summer, won't cause dealers to overlook profits and go out and lose all I predict they'll gain this spring.

The sad part of our business is that lots of dealers probably will lose important money when they should all have a great year in 1960. It just seems that though all dealers should know that their expense of doing business will be from 13% to 15% of their sales volume, there will be dealers who can't resist the exciting urge to sell lots of cars for a mere 5% to 10% markup. These dealers are the ones who won't make money in '60 and may prevent many others from having a good year, because they also have an "urge" to meet this type of competition.

Anyhow, I think there will be lots of cars sold in 1960. The great majority of sales will be by the low-priced "four" and the compacts, but I don't believe any other medium-priced cars will fade out of the picture. Practically all makes will introduce a companion "compact" sometime during the year, and that will help maintain the "excitement" of last October.

I think imports will do all right also, but I don't believe their volume will equal their sales in 1959.

Now, what about that second question: What will the manufacturers do? Certainly all their forecasts are optimistic. They all predict a big volume year, from six to seven million cars, not counting imports. The big question will be whether the public will buy that many cars, at a profit to the dealers, or will the dealers again have to resort to bad practices in merchandising and financing in an effort to move the factories' overproduction.

I hope all factories will be satisfied with reasonable volumes and not knock themselves out trying to make every car they can squeeze from their plants. With the excep-

(Continued on page 58)



He was all set to buy one, but some things happened to reverse his ideas. Franchised dealers failed on service.

thoughtful for a minute. Then:

"How will you know who's had the car we might get and how it's been taken care of?"

"Easy," this observer assured her. "I have friends in dealerships who will pick us up the right car. They wouldn't sell us a car that wasn't right."

Still she didn't say much of anything, which could have been the tip-off that this observer was destined for some disillusionment.

Anyhow, on the next trip out of town, this observer was intercepted by a long distance call from one of the friends among dealership salesmen who had gone to work on this project. This salesman had found just the car we were looking for. To shorten the narrative, we drove the car six or eight miles when we returned home and told the salesman we would have to think it over for a day.

Actually, there wasn't much to think about and there wasn't much to say about it to one another. It was a rank disappointment. With only 30,000 miles on the odometer—30,000 miles showing, understand—it was so much worse off in so many respects than our own 80,000-mile car that we wouldn't have traded even.

Then another salesman friend, of a competing dealership, called about a car he had traded for. We looked it over. We drove it. It didn't measure up to expectations, either, and by this time the inspiration to save money by picking up a good used car was losing some of its luster.

With two disappointments in succession, there was an obvious conclusion for this observer. We were shopping for a used car in too low a price bracket. We needed to climb on up into the better used-car class and made known our willingness to consider some of the higher-priced used cars.

As a result of this transition, it was not at all difficult for a salesman-friend to come up with a '59

(Continued on page 68)

Buy Used Car? **NO!**

By **BARON CREAGER**
Southwestern Editor

THIS observer for SAJ recently arrived at a studied decision:

He had bought his last new car.

Henceforth, he would spy around and pick up a good used car with many good miles left in it. There were too many good used cars on the market that were going begging for buyers, he concluded.

This decision was explained to his domestic partner.

"Look," he said to her, "we need a car, but it won't be a new car. We are going to save some money on transportation after this and get good used cars. And, furthermore, we will escape that huge depreciation in the first year of the life of a new car."

She made no comment. Of course, she knows nothing about cars except how to drive them. And there are times when she thinks the judgment of this observer is excellent. Maybe this was one of those times. Still, there was the fact of her silence. Maybe she wasn't thoroughly sold on this, an idea completely out of line with the pattern previously followed in this family in buying transporta-

tion. So this observer persisted:

"Now, consider our car. There it is with more than 80,000 miles on it. Of course, we need a second car. We need a newer car. Maybe a '57 or '58. But our car is an illustration of the long life they build into cars today.

"We can still cover the highways at 60mph all day long. That car is in better condition than most of the newer cars owned by friends of ours. It has really been taken care of. Everything it ever needed it got and it generally got it before it was needed. Preventive maintenance and all that, plus. Oil changed regularly, filter changed, universal joint packed, even the breather caps cleaned, front-end alignment checked and corrected regularly, front-wheel bearings packed before they change color. That's the way to get all of your money out of a car. Drive it, but take care of it. Why, I know lots of peddlers who don't even think about trading a car until it's turned at least 100,000 miles."

Still she didn't say anything. Just sat there looking calm and



A good shop foreman is promptly at the side of a mechanic on a tough job in order to avoid loss of time.



On those days when customer labor is slack, he will see that the used-car lot provides work for the men.

Rx for a Shop Foreman

A GOOD shop foreman can increase customer labor volume by 40%.

The competent shop foreman is a skillful and efficient mechanic with a thorough knowledge of the product you are merchandising as well as other products, has won the respect of his men because he has retained their point of view despite many demands on him, and commands the authority to assign jobs.

Because he can depend on his men, work flows smoothly and efficiently through his shop and this can make a difference of as much as 40% in job turnover.

We have found this to be true, and are reminded of it from time to time when our shop foreman is out on occasion due to illness. The drop becomes evident at once. Not because our substitute is not a capable and eager foreman. He is. But a number of factors combine to make a shop foreman the invaluable person he can be to an automotive repair operation.

I know there are efficient shops whose foremen have never been mechanics. We believe this is generally not so. The best coordinator between shop and management, shop and sales department, shop and the public, is the foreman who knows the mechanical operation of his product.

BY THOMAS HOOK

Sales Manager, American Service Center
(Studebaker-Packard, Mercedes-Benz)
Arlington, Va.

It appears necessary for a shop foreman to have years of experience in the product being sold, not only as a mechanic but as service salesman and shop foreman. He has had experience in greeting the public: he understands their lay description of car symptoms and knows how to talk to them about their cars in their non-technical terms.

He operates against a background of mechanical experience in a variety of automobile makes. He has been schooled in management and has grasped the point of view of the company administration and can translate it into shop production. As one of the men in the shop, even though he supervises them, he has the confidence of his men; moreover, their respect, because he knows as much about car operation as they do.

Our shop foreman makes diagnoses and assigns jobs to the transmission, tune-up, foreign-car specialist, etc., but also makes certain that these specialists are kept busy when jobs in their specialty are

lagging. He can appreciate that men on piecework get restless when idle.

Undoubtedly the greatest asset a shop foreman can have in order to keep his men happy is fairness in job distribution. Favoring no one mechanic nor shunning another, the good shop foreman assigns work fairly so that there will be no wide gap in weekly wages, with one mechanic earning \$200 and another only \$50.

A competent shop foreman provides equal opportunity for all. With confidence in the mechanical ability of each of his men, he knows a job will be as capably handled by Joe as by Sam. This avoids friction, dissatisfaction and loss of labor time through a feeling of unfairness or inadequacy.

To keep them earning even when jobs slow up, he brings in work from the used-car lot. He knows they are happiest when they are productive.

A good shop foreman is on hand at all times. He sees that schedules and promised delivery dates are met, but also is quickly at the side of a mechanic who has run into a mechanical problem he needs help on. They work together to figure out the trouble. His approach to a mechanic's performance is not haughty, impatient or officious, not "This is the way you



He sees that the mechanics are kept producing.



And he has time to listen to a customer.

are going to do it because it is my way and I have the right to tell you how."

Rather, it is a problem on which they probe cooperatively because there is mutual respect for each other's ability.

The capable shop foreman has no reservation about calling up the shop foreman of a competitive dealership when working on a difficult problem of a competitive product. He thus avoids too great a loss of mechanic's time and company earnings.

I know there are operations where mechanics run the shop,

where mechanics are irked or indifferent to the less-lucrative jobs and even turn down jobs. That does not happen here.

A competent shop foreman makes certain that equipment is checked daily, properly maintained, that damage or breakage of tools and equipment get immediate repair or replacement, to avoid time loss and drop in earnings. When he learns of a new and more efficient time-saving tool on the market, he recommends its purchase so that both company and mechanics will profit by its use.

He advocates a clean shop be-

cause a shop of neat, clean stalls means more efficient workmanship, higher morale and greater safety. He is very emphatic about returning a clean car to a customer free of any grease spot on a steering wheel or door handle.

The most productive shop foreman is not a driver of his men. He is not at their backs constantly to speed up and beat time. He knows only too well that they will cut corners on efficiency if they are hurried. He knows the best job is obtainable only when a mechanic works at his own pace.

Many of our customers will see no one but our shop foreman. Of course it is equally true that many mechanics and our service manager have their customer following, too. But among other assets the good shop foreman should have the tact and patience to listen to exacting or irate customers, and road-test with them.

Our shop works at capacity production throughout the year. It gets no special promotion other than a boxed plug in our newspaper advertisements on new and used cars.

Asked to define how a shop foreman can best meet required qualifications for his job, William W. Barr said, "I've been a mechanic myself. I'm one of them. I've got 11 good men and I respect the ability of every one of them."

Next month SAJ's veteran technical editor, who directs a huge shop operation in Atlanta, will tell how the owner can streamline his shop.

"Experience? Well, I've fixed our power lawn mower more than once."



SOUTHERN AUTOMOTIVE JOURNAL

Air-Conditioner Units Add Shop Dollars

A McALLEN, Texas, car dealership is shooting for even higher sales of air conditioners this year than the 35 sold last season, and the "season" for talking these sales begins in February in this "Valley" region of Texas.

Although most new cars sold today in South Texas have factory air-conditioning units in them, or the buyers of new cars authorize the installation of a conditioning unit at the time they purchase the new cars, there still is a profitable market for air conditioning among the service customers of the average dealership.

That has been the experience of Burns Motor Co. (De Soto-Plymouth-Valiant).

"Owners of the models a year and two years behind the current cars are the best and most logical

prospects for air-conditioning units," explained Grafton Baker, service manager, "and we concentrate on these owners as soon as the season arrives for air-conditioning talk. Down here, we begin talking about it around the middle of February."

The company stocks two lines of conditioners to give a wider price range of \$275 to \$350.

"Owners of cars older than two years are not prime prospects," Baker said, "because they already are thinking of trading them in. Even though they may not trade for another year or longer, they're not inclined to spend any more money than necessary to keep the older models running until they can trade."

The company sells air-conditioning units through the dual effort

of floor contact and direct-mail advertising, with a little newspaper space thrown in to aid the personal effort.

"We concentrate on our own service customers," Baker explained, "because we think they are the most logical prospects, not only because they know us but because we have fairly frequent contact with them through the service department."

Mrs. F. L. Burns, wife of the company owner, handles the direct-mail. She is an excellent and speedy typist, so she uses personally-typed letters rather than processed mailings to push air conditioning.

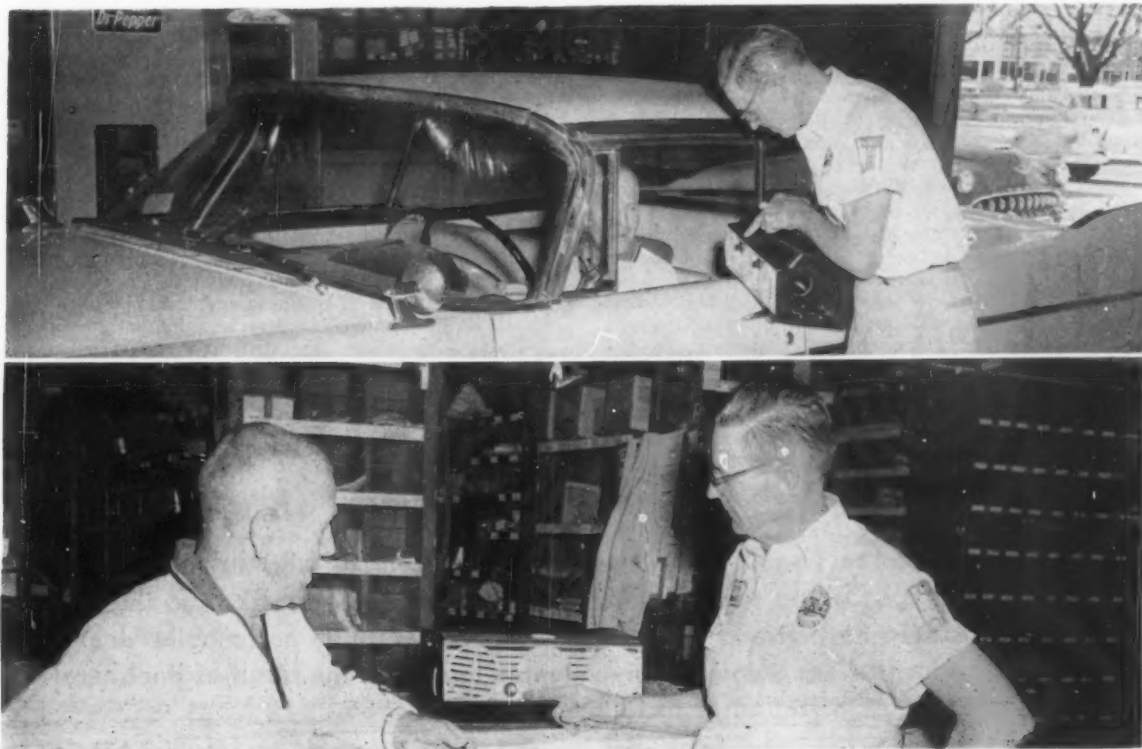
She goes through the company file of customers who have bought new cars and segregates temporarily those cards representing cars no more than two years old which do not already have air conditioners.

She then types out letters in her spare time, mentioning the company's two lines and inviting them in to talk about air conditioning.

With each letter goes a folder or folders featuring one or both makes stocked.

She deliberately strings out the
(Continued on page 54)

Service Manager Baker displays unit to prospect and succeeds in getting him to counter to consider purchase.





'60 Car Sales As We See Them

By **ROBERT L. OARE**

Chairman of the Board, Associates Investment Co.

DESPITE the adverse effects of the nation's longest steel strike, our country's economy, as measured by the gross national product, reached unprecedented heights during 1959.

Since these comments are being written with the steel question still unsettled, it is difficult and almost impossible to forecast what progress will be forthcoming in general business activity in the immediate months ahead. If, after the conclusion of the 80-day Taft-Hartley "back-to-work" order in mid-January a settlement is not reached, the entire nation will be faced with a tremendous burden both in terms of unemployment and lack of production activity. However, if the steel strike is settled, we should be able to look forward to a further marked expansion in the nation's economy at all levels throughout 1960.

The automobile business, and the automobile financing business, which Associates is primarily engaged in, has felt the pinch in the past month or so of a short supply of new automobiles in the face of growing public demand. However, taking into consideration the period since the introduction of 1960 models, sales have held up exceptionally well. The public's early interest in the new models, particularly the smaller economy cars, coupled with an expected favorable economic climate, would indicate a substantial automobile market next year.

Based on the availability of an ample supply of steel, some forecasters see the coming year as the largest sales year in the history of the automobile industry with sales exceeding the 7.2 million record established in 1955. Our outlook is not quite so expansive. We anticipate sales in the neighborhood of 6.5 to 6.8 million, including foreign imports. It would seem a more optimistic outlook departs from the reality of the steel situation and overlooks the fact that both automobile dealers and lending institutions learned many valuable lessons as the result of the liberalization of installment terms in 1955. The relaxation of sound credit principles—both the length-

ening of maturities and the lowering of down payment requirements, coupled with the 1957-58 recession—proved a hard lesson for many. It is believed most lending agencies will vehemently resist any further deterioration in credit terms.

The potential for sales afforded in both the replacement and growth markets would appear to support the 6.5 to 6.8 million projection for next year. During the past five-year period, an annual average of about 7.5% of the total passenger cars in operation have been scrapped. Then too, replacement demand will trend upward in proportion to the year-to-year rise in the total number of passenger cars on the roads and highways of the nation. Thus, it would appear the replacement market should account for sales of about 4.5 to 4.8 million during the coming year. In our opinion the growth market should account for new-car sales of from 1.7 to 2.3 million.

Such an expansion in the total car population is well in line with the average annual growth of about two million units during the past five-year period. Contributing factors to this phase of new-car expansion in 1960 will be the formation of new family household units and a step-up in two-car ownership. As our standard of living continues to improve, more families will have the financial ability to purchase and maintain more than one automobile.

While automobile financing is the principal source of business for Associates, we continue to develop and make available the financing services for personal needs and other products. Our commercial financing facilities have been expanded considerably to meet the needs of business and industry with emphasis on heavy machinery and equipment financing.

Today, Associates operates from coast to coast, with more than 300 offices operating under a staff of thoroughly trained personnel, equipped with the knowledge and experience necessary to provide worthwhile and needed credit to an expanding economy.

"We anticipate (car) sales in the neighborhood of 6.5 to 6.8 million, including foreign imports. It would seem a more optimistic outlook departs from the reality of the steel situation and overlooks the fact that both automobile dealers and lending institutions learned many valuable lessons as the result of the liberalization of installment terms in 1955."



Filter Sales Help Us to "Clean Up"

By S. WENDELL LEISHEAR

Owner, Leishear's Amoco Service
Washington, D. C.

WE SOLD 97 air filters the month we ran a contest. We had not sold a single one prior to the drive we put on. Ever since we've been selling 30 to 40 a month on the island or the lube rack.

It just goes to show what education in an item can do. Today we consider this very profitable item a Must on late-model cars which we serve.

If you are not selling air filters, it's because you haven't read up on factory literature. Someone has not had the time to study up on the function of the air filter. I hadn't been selling any of the new type of dry filter. Of course I knew the oil bath type that was washed in a solvent and put back into the car. The dry type cannot be washed and has to be replaced.

First thing I did after educating myself was to educate my personnel. I got them together, explained its importance to economical gas consumption, good carburetion and efficient gas performance. Then I put up a \$10 prize for the top man who'd sell the greatest number of air filters for the month. I wanted every car checked. I wanted every man to start educating the customers to the new type of dry filter and why a replacement was so important when a car needed it.

First, I put up a display of a dirty, clogged-up filter in contrast to a new one. With a blinking light under the filters, the display at-



Top: Station owner S. Wendell Leishear awards \$10 to George Dixon for selling some 40-plus air filters during the month-long campaign. **Above:** Station Manager David Bowling explains to a customer how the regular changing of the new-type filters pays off in gasoline mileage.

tracted attention and customers in the showroom asked what the item was. That was our opening.

"Are you familiar with the new type of dry air filter being put on cars?" Our nine personnel started asking every customer. We told them what a wonderful item it was: a new air filter more than pays for itself. It permits air-clean filtered air—to combine with gasoline so that the mixture can get to the carburetor. When the air filter is so clogged with dirt that air cannot get through adequately, we told them, a satisfactory gas and air mixture cannot take place. An engine cannot perform properly, may even stop running.

One of the best displays we had was a heap of dirty discarded filters we junked near the island.

They had been taken off cars where replacements had been sold, and these attracted attention and raised questions as to what they were and how they worked.

To make certain that no one overlooked anybody's air filter we had every attendant and mechanic initial the item on the repair order. This meant he had examined it.

There was one other incentive for our staff of well-paid hard-working personnel of high caliber. I told them that the air filter was a very profitable item for the company. We pay excellent wages, and the men know that a station has to be in a healthy economic state to keep paying good wages. I explained to them they had to do a good selling job—and they did.

Our top winner sold somewhere near 50 filters.



SERVICE and MAINTENANCE

Let's Get 'Em Off to a Good Start!

REMEMBER the times when you were running late for work and you went out to crank up the old bus, you turned on the starter switch and nothing happened?

Or maybe the battery and starter did their job, but nothing else did.

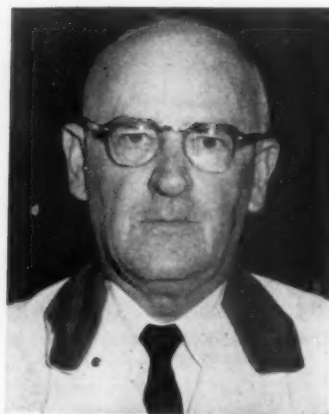
You didn't get off to a good start!

The same thing can happen to any of our customers unless we help them "off to a good start!"

To do this means we must be sure that all units which might

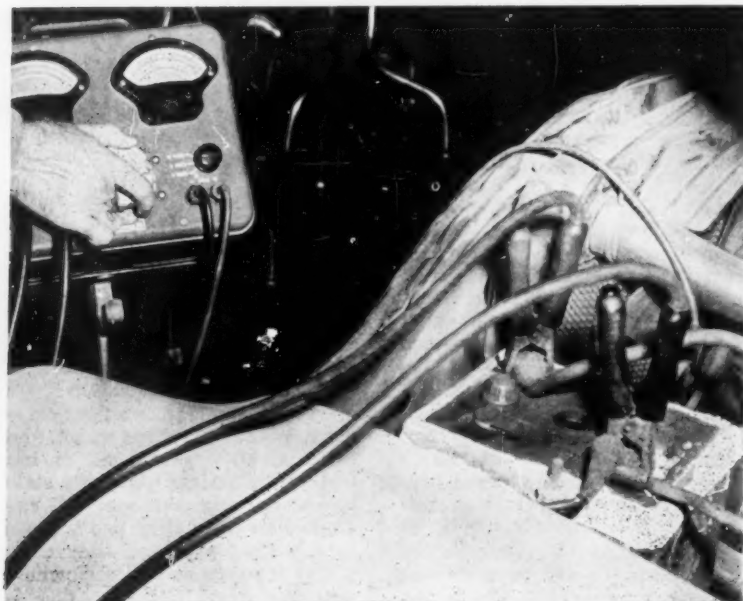
cause hard starting in cold weather are put in and kept in good order. It may be true that these units were serviced in early fall. Now it is mid-winter and such units as the battery, starter circuit, ignition system and fuel system should be checked at regular intervals to keep them in order, because cold weather operation is "rough" on them.

The battery is called on for extra duty in cold weather and unless properly cared for it can be the cause of hard starting more than



By **E. M. LOWERY**
Technical Editor

Fig. 1—Note exterior condition of this battery—badly corroded and filler cap missing. It was just before failing to crank the engine. Instrument hook-up is for a capacity test.



any other single item. Take a look at Fig. 1:

Here are some checks to determine in a minimum amount of time the condition of a battery (12-volt):

1.—State of charge (hydrometer test).

2.—Battery capacity test.

If a battery failure is encountered, the cause may lie outside the battery itself. Do not be satisfied merely to recharge or replace it. Find the cause of failure and prevent recurrence of trouble.

State of charge (hydrometer test):

The hydrometer test is merely a means of determining the state of charge of the battery. This test will not necessarily indicate whether the battery is able to perform its normal functions, such as starting.

1.—Measure specific gravity of electrolyte in each battery cell (Fig. 2). The hydrometer tube must be held vertically. Do not suck too much electrolyte into the hydrometer.

The float must be freely suspended in the electrolyte and the reading taken at eye level. If water has been recently added to the cells or battery fast-charged, the hydrometer reading will be false.

February: Grease and Oil Seals

Next month's topic is one so vital to the safety and proper operation of any motor vehicle. From his two generations of shop experience Ed Lowery will lay out the details for you.

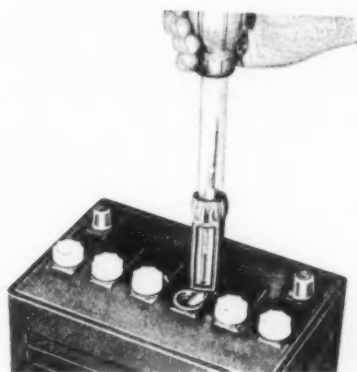


Fig. 2—Testing specific gravity.

2.—Correct hydrometer reading for temperature. When electrolyte temperature is above 80° F., add 4 points (.004) to reading for each 10° above 80°. If electrolyte is below 80° F., subtract four points for each ten degrees below 80°.

3.—a. If the specific gravity readings are 1.215 - 1.270 at 80° F. and variation between cells is less than 25 gravity points (.025), the battery presumably is at least three fourths charged and in good condition for further use or testing of engine electrical circuits.

b. If the specific gravity readings are below 1.215 and the variation between cells is less than 25 gravity points, the battery presumably is in sound condition and should be recharged before use or testing of engine electrical circuits.

c. If the specific gravity readings show a variation between cells of more than 25 gravity points, an unsatisfactory battery condition is indicated, which may be caused by shorted cells, acid loss or a worn-out battery.

To determine whether a battery is a good battery, regardless of its state of charge, proceed with the battery capacity test.

Battery capacity test (see Figs. 1 and 3):

This test is one means of determining whether a battery is functioning efficiently to a degree

where it can be relied upon to perform all of its duties properly in the vehicle.

A 12-volt battery that will maintain nine volts or better during a battery capacity test should be considered a good battery. To make this test use equipment that will apply a heavy electrical load to the battery with a carbon pile or other suitable means.

Note: If test equipment is not available for loading battery, the starting motor may be used as a load.

1.—Connect positive and negative voltmeter leads to respective battery terminals. Connect ammeter in series with starting motor or external load (Fig. 3).

Note: Voltmeter clips must contact battery post or cable clamp, not the ammeter clips.

2.—Apply a load to the battery of three times the amperes-hour rating of the battery (example: $3 \times 53 = 159$ amps) for 15 seconds.

3.—With ammeter reading specified load, read voltage, which should not be less than nine volts.

a. If nine volts or more, battery has good output capacity and will readily accept a normal charge.

(1) If specific gravity is 1.215 or more, no service is required.

(2) If specific gravity is below 1.215, check charging circuit to determine the cause and correct as needed. The battery should be slow-charged for city driving. With highway driving and a good

charging system, the battery should charge satisfactorily.

Other electrical units:

Faulty ignition:

Causes of hard starting:

1.—Primary circuit:

a. Wiring:

(1) Loose or corroded terminal.

(2) Insulation cracked or worn through.

(3) Faulty ground connection.

b. Ignition switch:

(1) Loose contacts.

(2) Corroded or burned contacts.

c. Distributor (see distributor difficulties 1, 2, 7, 9, 10, 11, 15, 16, 17 and 19 below):

d. Condenser weak or grounded.

e. Faulty coil (see ignition coil difficulties).

f. Overdrive solenoid, if so equipped, improperly wired or grounded.

g. Faulty primary resistor.

2. Secondary circuit:

a. Primary circuit troubles.

b. Wiring:

(1) Corroded or loose terminals.

(2) Cracked or leaking cable insulation (Fig. 4).

c. Distributor (see distributor difficulties 3, 4, 5, 6, 8, 12, 13, 14 and 18).

d. Faulty ignition coil (see ignition coil difficulties).

e. Faulty or incorrectly spaced spark plugs.

f. Faulty spark suppressor or radio installations.

Distributor difficulties (Fig. 5):

Causes:

1.—Contact point gap incorrect.

2.—Contact points burned, loose, pitted, or dirty.

3.—Ignition timing too late or too early.

4.—Distributor cap cracked.

5.—Moisture or oil in distributor cap.

6.—High-tension cable sockets corroded.

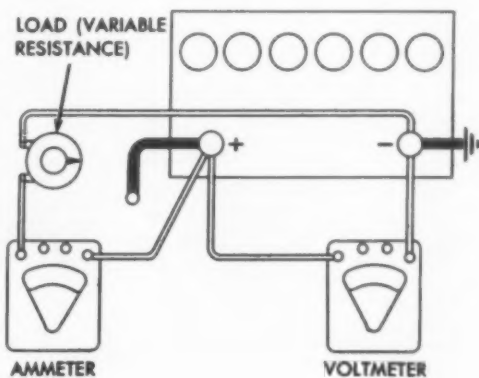


Fig. 3—Capacity test.



Fig. 4—Bend a high-tension cable. If the insulation cracks, it should be replaced. It's just like a leaking garden hose!

- 7.—Condenser open or shorted.
- 8.—Spark modifier stuck or leaking.
- 9.—Contact arm spring weak or broken.
- 10.—Contact arm rubbing block badly worn.
- 11.—Contact arm plate loose or not properly grounded.
- 12.—Distributor cap inserts bent, loose, or badly burned.
- 13.—Distributor rotor burned, corroded, or broken.
- 14.—Grounded rotor or broken rotor spring.
- 15.—Distributor shaft or bushings worn.
- 16.—Low cam lobe.
- 17.—Distributor drive gear or coupling sheared or loose on shaft.
- 18.—Distributor drive gear or oil pump drive gear not properly assembled (timed).
- 19.—Bent or sprung distributor shaft.

Ignition coil difficulties:

Causes:

- 1.—Primary winding:
 - a. Shorted (ignition current draw abnormally large - weak spark).
 - b. Grounded (ignition current does not drop to zero when contacts separate).
- 2.—Secondary winding shorted or grounded (weak spark).
- 3.—Loose or faulty ignition switch contacts.
- 4.—Loose or corroded contact of distributor to coil secondary cable

in coil tower.

5.—Wrong type coil or wrong polarity hook-up.

6.—Primary or secondary circuit troubles.

Spark plug difficulties:

Causes:

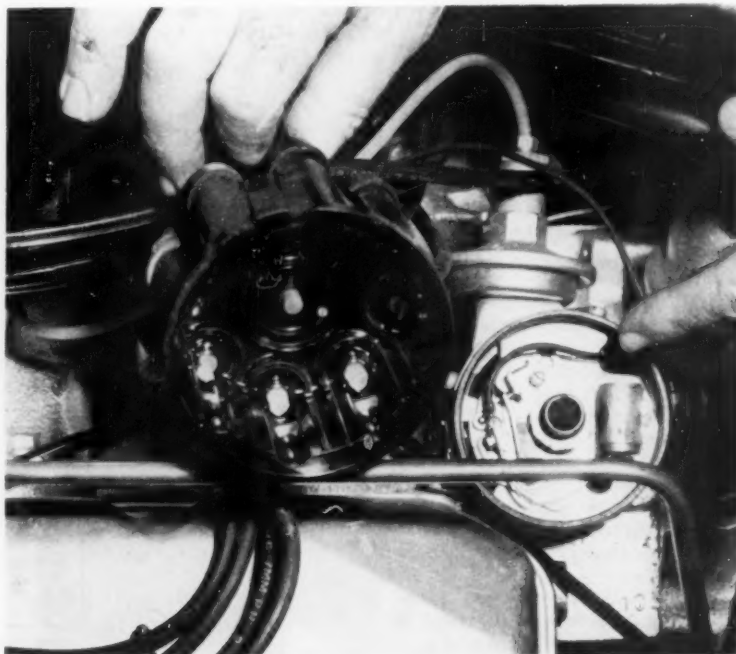
- 1.—Plug does not fire or spark is weak.
 - a. Porcelain cracked, carbonized, or burned.
 - b. Moisture or dirt accumulation on porcelain.
 - c. Electrode gap not properly spaced (spark will not jump at high speed).
 - d. Weak ignition coil.
 - e. Spark plug wire broken or grounded.
 - 2.—Electrodes and porcelain burn at low mileages:
 - a. Use of too hot an operating plug.
 - b. Use of certain types of gasoline having detrimental effect on porcelain.
 - c. Plug not tight on gasket.
 - 3.—Fouled plugs:
 - a. Use of too cold an operating plug.
 - b. Excessively rich carburetor mixture.
 - c. Engine oil passing piston rings.
 - 4.—Use of some type of spark plug and coil suppressors in radio installations.
- Starting motor inoperative or not

operating properly:

Causes:

- 1.—Dead or undercharged battery.
- 2.—Poor battery ground or corroded battery terminals.
- 3.—Battery cable broken or terminal cracked.
- 4.—Teeth on starter pinion or flywheel broken.
- 5.—Shorted or grounded field coils.
- 6.—Teeth on starter pinion or flywheel burred, causing starter to stick.
- 7.—Poor ground due to loose starting mounting bolts.
- 8.—Starting switch not operating properly.
- 9.—Excessive resistance to rotation due to:
 - a. Bent armature shaft.
 - b. Distorted or cracked housing.
 - c. Misaligned or tightly fitted engine bearings.
 - d. Lack of lubrication.
 - e. Starter not properly aligned with engine.
 - f. Use of heavy engine oil in cold weather.
- 10.—Armature shorted or open circuited.
- 11.—Dirty, burned, or pitted commutator surface.
- 12.—High mica between commutator segments due to commutator wear.
- 13.—Dirty or broken Bendix

Fig. 5—Dirty contact points, bad condenser, defects in cap or rotor. All cause hard starting.



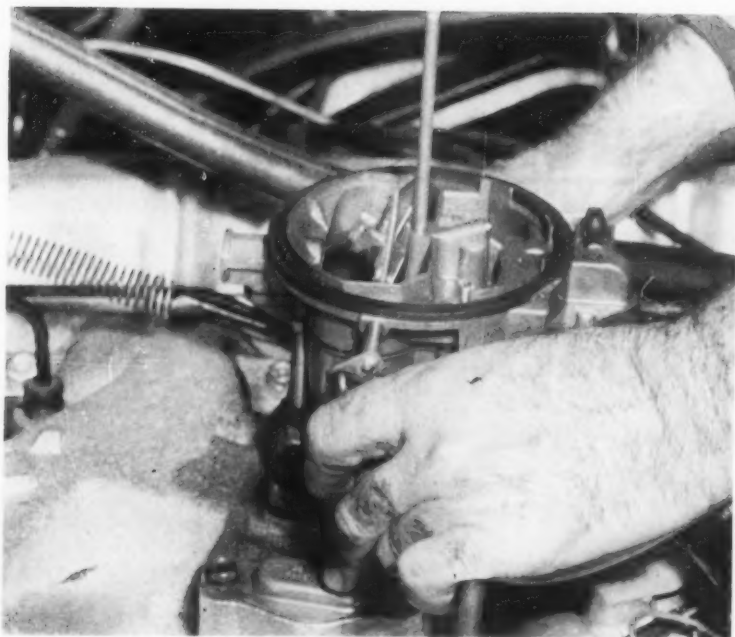


Fig. 6—All choke parts must operate freely.

drive.

14.—Overrunning clutch slipping.

15.—Solenoid switch not engaging overrunning clutch drive due to disconnected solenoid-to-yolk link.

16.—Brushes not functioning properly due to:

- a. Brush holders or brushes sticking.
- b. Weak or broken springs.
- c. Bent brush holder arms.
- d. Brushes worn too short.
- e. Excessive brush spring tension.
- f. Incorrect type of brushes.
- g. Brush connections or pigtails loose.

Frequent recharging of battery necessary:

Causes:

1.—Insufficient current flow to battery:

- a. Glazed or burned generator commutator.
- b. Incorrect voltage regulator setting.
- c. Regulator contacts oxidized or burned.
- d. Sulphated battery or corroded battery terminals.
- e. Regulator not grounded.
- f. Loose connections or grounds in lighting or ignition circuits.
- g. Slipping fan belt.
- h. Wrong size generator drive pulley.

2.—Excessive starting load causing abnormal current flow from

battery:

- a. Frequent use of starter motor.
- b. Excessive use of starter motor due to difficulty in starting.
- c. Faulty starter motor.
- d. Excessive engine friction or

heavy engine oil.

3.—Excessive lighting load due to:

- a. Car operation confined largely to night driving.
- b. Tail and stop light wires reversed.
- c. Stop light switch inoperative (closed at all times).
- d. Unnecessary use of head lamps while parking.
- e. Ground or short in the lighting circuit.

4.—Abnormal accessory load due to use of:

- a. Radio.
 - b. Heater.
 - c. Windshield defroster.
 - d. Cigar lighter.
 - e. Spotlights.
- 5.—Internal discharge of battery.

- a. Plates badly sulphated.
- b. Cell leak due to cracked jar or sealing compound.
- c. Water level not at proper height.
- d. Plate separators ineffective.

6.—Radio suppressor connected to generator or regulator field terminal.

Erratic headlamps:

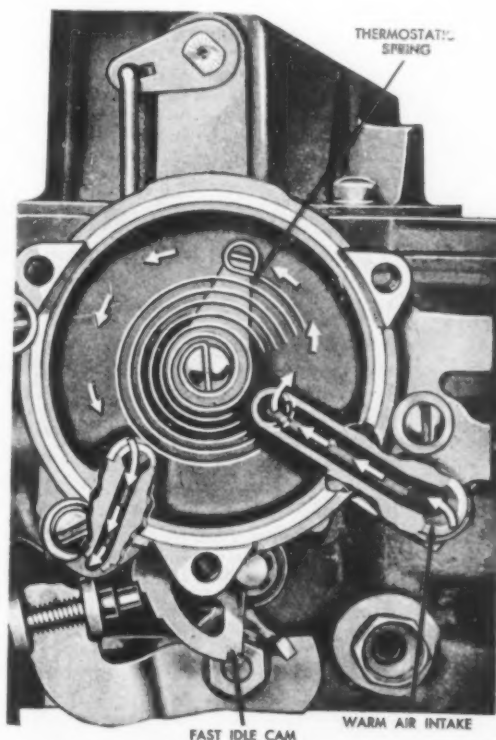
Causes:

1.—Sockets loose on sealed-beam units.

2.—Loose or dirty connections at

(Continued on page 72)

Fig. 7—View of a typical choke.





BODY SHOP OPERATIONS

Fix It with Plastic!

By E. M. LOWERY
Technical Editor

COLD metal, fiber filler, plastic solder—call it what you may, this new method of making body and fender repairs is rapidly replacing the old-fashioned method of tinning and leading metal surfaces.

Tests have proven that repairs made with plastics are stronger and more durable than those involving lead. Plastic has a far greater impact resistance than lead.

Plastic rebounds safely from blows hard enough to damage sheet metal. It withstands a pull much greater than is required on body and fender application. It holds its shape under severe strains where lead would bend and stay bent. It is unaffected by varying weather conditions.

This new-type solder is sold in kits which contain a supply of resin with curing agent or hardener. The application procedure is simplified so that little training or know-how is required to do an expert job. In repair work, this is contrasted with the years of experience normally necessary to acquire the art of filling a hole with lead, especially on vertical, sloping or overhead surfaces.

Plastic solder can be spread at room temperature on the side of a

body or fender without loss of material. Little or no skill is required. In the thousands of applications that have been made throughout the country, no failures or "fall outs" have been reported. This excellent record is largely due to the adhesive characteristics of the resins on which the solders are based.

Changing the methods of metal surface repair, established over several generations, however, is not easy. Many of the older body-reconditioning men are reluctant to accept the plastic solder idea. In several of the first trials, where instructions had not been followed, the results were not as satisfactory as expected. At the shop level, this has been corrected by more thorough instruction and a complete explanation of the new method and material.

Plastic solder is useful in the same way as lead or tin, for the repair of cracks, dents, gouges and abrasions. This is possible because the resin solder can be built up in a series of layers through successive curings. A great deal of skill is required to perform a similar job with lead, for heating previous layers of metal without softening presents a problem.

Also, because of its ability to



This is the old method of torch and flame. Note the amount of lead on the floor. The new method eliminates the waste and fire hazard.

cure at low temperatures plastic solder does many jobs that would be dangerous with the lead-and-torch method.

For example, in repairing small holes in a gas tank, the tank need only be drained—not steam cleaned. Heat lamps and air-drying replace the torch. Plastic solder repairs can be carried out under and on the dash without damage to instruments. The material can be used also in filling holes close to the interior trim without danger of scorching fabric.

Plastic solder did not become

February: Have Gun, Will Paint

But it takes more than a gun to do the right kind of refinishing job, as Ed Lowery points out next month in an article taking up step by step toward a bright and lasting climax.

practical as a "foolproof" method of replacing lead until a suitable resin had been found. The high degree of adhesion offered by current-type resins cleared the way to formulation of successful solders. Lead, by comparison, has poor adhesive characteristics.

Time saved by using the plastic solder method is truly remarkable. On a typical job, where one to one and a half hours would be required for leading alone, the filling and finishing can be done with resin solder in 15 to 30 minutes. Preparation and finishing procedures remain the same in both cases. It is in the application of the filling material where time is drastically reduced.

Under both systems, bumping is recommended. Surface must also be cleansed and dirt, wax and road scum removed. Sanding is required to remove rust, old paint and scale. Use No. 16 open coat disc. Such steps are vital to promote adhesion.

After application, plastic solder, like lead, can be disc-sanded to contour. Priming and painting processes are similar in both cases. However, in the final steps the resin method has another great advantage over lead. There is no acid or corrosion problem, and consequently no danger of poor paint adhesion later. There is no need to apply an acid neutralizer as is necessary in painting lead fill.

A brief description of the methods of applying plastic solder indicates its simplicity of application. After surface preparation, the desired quantity of resin is mixed with the hardener, using equal proportions—or follow directions.

Manufacturers usually recommend scooping out the same size globs of each material on a piece of clean cardboard or glass. Resin and curing agent have the consistency of soft butter and are mixed thoroughly. Each "batch" or "mix" has a useful life of about four hours, providing enough time for a number of repairs. Many shops have found it convenient to make up one batch in the morning, and another for the afternoon repairs.

Next, the surface of the area to

Top and center: There are various type "kits." With some you mix half and half; others you add a solvent to obtain the correct consistency.

Right: It's necessary to work out all air bubbles to prevent pin holes.





be repaired is preheated (with an inexpensive butane torch or a heat lamp). This step is necessary to remove moisture and grease to assure good bonding. The mixture is then applied. It is worked into the repair with an ordinary putty knife or paddle. Smoothing over to roughly follow the contour of the surrounding metal takes but a minute or two. The patch is then cured.

Fanning the plastic with a torch activates the hardener and the resin hardens so that the area becomes solid in about a minute. If heat lamps are used, the cure takes about ten to 15 minutes with the infra-red lamps set up 12" to 18" off the surface. After this time the surface is sufficiently hardened to permit sanding.

Smoothing the whole area is done in the usual manner. Priming can be done immediately.

A good soldering man can do more jobs with less material—and at a greater profit. In addition to being more than 70% faster, plastic solder costs less (measured by volume) than lead and gives greater coverage. In many cases, a third or more of the lead, applied to a job, spills on the floor—a complete waste.

So, try this method of body and fender repair.

Changing Oil Pressure May Occur on Dart

DODGE Division has issued the following service bulletin:

Should a condition of low or intermittent oil pressure be encountered on a 1960 Dodge Dart equipped with a 225-cubic-inch six-cylinder O.H.V. engine, the following information will be of assistance. Should the mentioned condition be encountered, it may possibly be caused by the oil strainer not being correctly aligned.

It is possible to observe the position of the strainer with relation to the oil pan through the oil pan drain hole. The strainer must be located flush and parallel

Top: Material ready to be applied.
Center: Applying the plastic material to the damaged sheet metal.
Left: Material may be finished for painting either by filing or sanding. This roof panel was badly damaged but was made to look like new in half the time required by the old method.

with the bottom of the oil pan and with approximately $\frac{1}{8}$ " clearance from the bottom of the oil pan. If the strainer is not positioned in this manner, it will become necessary to remove the oil pan and position it correctly.

If it is necessary to remove the oil pan to properly position the strainer, you must insure that the pipe is installed tightly as a loose pipe will also cause an indication of low oil pressure.

Caution: To prevent the possibility of oil pan gasket leaks when installing oil pan gaskets on the 225-cubic-inch six-cylinder engine, the following procedure must be used:

1.—Clean all gasket surfaces and adjacent areas.

2.—Install the cork rail gaskets to the block, using a dab of sealer to hold it in position.

3.—Install the front rubber molded gasket on the chain case cover.

4.—Install the oil pan and torque the oil pan attaching bolts to 200 in./lbs.

Note: Failure to follow this procedure may possibly result in an oil pan gasket leak.

American Motors Deals With Brake "Popping"

American Motors Corp. has issued the following service bulletin:

In some cases product reports

advise a popping or snapping noise in the front brakes upon brake application and attribute the condition to an improperly welded hub and drum. Actually the drum is not of welded construction. The drum metal is fused to the hub plate when cast. The apparent opening which is attributed to imperfect welding is of no consequence.

The condition is the result of tool marks occasionally remaining in the brake shoe contact area of the drum. Replacement is not required as polishing the drums to remove the tool marks with abrasive cloth or buffing stone is effective.

American Motors Cautions On Cam Angle Change

American Motors Corp. has issued the following service bulletin:

The Autolite distributors used on the 1960-model cars have an inherent characteristic which causes a change in distributor point dwell or cam angle when the vacuum advance unit is operative.

The cam or dwell angle change is a result of the movement of the movable point follower toward the cam, caused by a single-point pivot used on the vacuum advance breaker plate. This movement toward the cam increases the point spacing, hence reduces the dwell angle.

Rambler Rebel and Ambassador series distributors could have as much as 6° to 8° reduction in dwell angle when the vacuum advance mechanism is in advance position. This is considered normal and has negligible effect on ignition timing. The dwell change is figured into the design of the unit.

Rambler American breaker plate geometry differs from Rebel and Ambassador series. A normal reduction in dwell angle on this distributor would be 1° to 3° when vacuum advance is operative.

It is important that point spacing be correctly set and feeler gauge or dial indicator method be used in preference to dwell meter for setting point spacing on Autolite distributors used on our 1960-model cars.

The dwell meter can be used as a diagnosis tool and for checking distributor shaft bushing wear, but should not be used to adjust point spacing.

Tubeless and Snow Tires Continue Upward Trend

Demand for tubeless and snow tires has developed into a steady upward trend, according to the 23rd annual "National Automobile and Tire Survey," completed by Alfred Politz Research, Inc., under sponsorship of *Look* magazine.

The study, which covered privately-owned, non-commercial cars only, showed that tubeless tires, as of 1959, represented 45% of all tires on the road—a four per cent climb over 1958. The replacement tire market disclosed a greater gain, with tubeless tires now comprising 37% of all replacement tires in use, compared with 29% a year ago.

For future replacements, 42% of car owners surveyed plan to buy tubeless tires next time. All of the 1959 figures represented a consistent annual rise during a four-year period, it was claimed. In 1956, 35% of car owners said they would buy tubeless tires on their next replacement purchase. In 1957, the figure was 38% and in 1958, 40%.

Similarly, use of snow tires continued a steady march upward, amounting to from one to three per cent gain annually. The 1954 report showed 13% of car maintainers using snow tires. During the winter of 1958-59, 22% used snow tires, and a full 25% indicated they plan to use them this winter.

"Fasten your seat belt. Here comes the bill"



1960 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	Std. Wheelbase	TREAD		No. Cylinders and Valve Arrangement	Bore and Stroke	ENGINE				FLUID CAPACITIES					WHEEL ALIGNMENT		
		Front	Rear			Taxable H. P.	Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qtz.)	Transmission (Au.) Pts.	Fuel Tank (Gals.)	Cooling System (No. Heater) (Qtz.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Le Sabre	123	62.3	60	V8	4.125x3.4	54.45	250@4400	384@2400	364	10.25-1	4	24	30	17	-2	+1/2	.0625 to .1562
BUICK Invisia	123	62.3	60	V8	4.1875x3.64	56.11	325@4400	445@2800	401	10.25-1	4	24	20	17	-2	+1/2	.0625 to .1562
BUICK Electra	126.3	62.3	60	V8	4.1875x3.64	56.11	325@4400	445@2800	401	10.25-1	4	24	20	17	-2	+1/2	.0625 to .1562
CADILLAC 62 Sedan, 62 Coupe, 62 Coupe de Ville, 62 Sedan de Ville and 62 Fleetwood	130	61	61	V8	4x3.675	51.2	325@4800	430@3100	390	10.5-1	6	18	21	18 1/2	-1 1/2 to -1 1/2	0 to + 3/4	1/4 ± 1/4
CADILLAC 62 Eldorado, Seville, Biarritz and 75 Fleetwood	149.8	61	61	V8	4x3.675	51.2	325@4800	435@3400	390	10.5-1	6	18	21	18 1/2	-1 1/2 to -1 1/2	0 to + 3/4	1/4 ± 1/4
CHEVROLET 8	119	60.3	59.3	61	3.56x3.94	30.4	135@4000	217@2400	235.5	8.25-1	5	9	20	17	0 to + 1 1/2	+30' to ±30'	1/4 to 1/4
CHEVROLET 8 (263 cu. in.)	119	60.3	59.3	V8	3.875x3	48	170@4200	275@2200	348	8.5-1	4	4	20	17 1/2	0 to + 1 1/2	+30' to ±30'	1/4 to 1/4
CHEVROLET 8 (348 cu. in.)	119	60.3	59.3	V8	4.125x3.25	54.5	250@4400	355@2800	348	9.5-1	4	4	20	31	0 to + 1 1/2	+30' to ±30'	1/4 to 1/4
CHEVROLET Corvette	102	57	59	V8	3.875x3	48	230@4800	300@3000	283	9.5-1	5	9	16.4	15.5	0 to + 1 1/2	0 to ± 1 1/2	0 to .12
CHEVROLET Corvair	108	54	54	6A	3.375x2.6	27.3	90@4400	125@2400	140	8-1	5 1/2	6	11		1 1/2 to ± 1 1/2	1 1/2 to ± 1 1/2	1/2 to 1/2
CHRYSLER Windsor	122	61	59.7	V8	4.03x3.75	52	325@4600	425@2800	383	10-1	5	21	23	16	C	B	1/4
CHRYSLER Saratoga	126	61	59.7	V8	4x3.75	52	325@4600	425@2800	383	10-1	5	21	23	16	C	B	1/4
CHRYSLER New Yorker	126	61.2	60	V8	4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	21	23	16	C	B	1/4
CHRYSLER 300				V8	4.18x3.75				413	10-1							
CHRYSLER Imperial Custom, Crown and Le Baron	129	61.8	62.2	V8	4.18x3.75	55.9	350@4600		413	10-1	5	22	23	16	+ 3/4 ± 1 1/2	D	1/4
CONTINENTAL	131	61	61	V8	4.3x3.7	59.7	315@4100	465@2200	430	10-1	5	22	25	23	0 to -90'	0 to +45'	.12 to .19
DE SOTO FireRite	122	61	59.7	V8	4.1x3.38	53.5	295@4600	390@2400	361	10-1	5	23	23	16	C	B	1/4
DE SOTO Adventurer	122	61	59.7	V8	4.25x3.38	57.8	305@4600	410@2400	383	10-1	5	22	23	16	C	B	1/4
DODGE Dart 8	118	61.5	60.1	61	3.4x4.125	27.74	145@4000	215@2800	225	8.5-1	4	22	20	13	C	B	1/4
DODGE Dart 8	118	61.5	60.2	V8	3.91x3.31	48.9	290@4400	340@2400	318	9-1	4	22	20	20	C	B	1/4
DODGE 8	122	61.5	60.2	V8	3.91x3.31	54.3	255@4400	345@2800	318	10-1	5	23	20	16	C	B	1/4
DODGE D-500	122	61.5	60.2	V8	4.12x3.38	57.8	310@4800	435@2800	361	10-1	5	23	20	20	C	B	1/4
EDSEL 6	120	61	60	61	3.62x3.6	31.54	145@4000	206@3000	223	8.4-1	4	20	20	15	0 to +1	+1 to +1 1/2	.625 to .125
EDSEL 8	120	61	60	V8	3.75x3.3	45	185@4200	292@2200	292	8.8-1	4	20	20	19	0 to +1	+1 1/2 to +1 1/2	.625 to .125
FORD Fairlane 8	119	61	60	61	3.62x3.6	31.54	145@4000	206@3000	223	8.4-1	4	20	21	15	-0 to ±1	+1 1/2	.625 to .12
FORD Fairlane 8 500	119	61	60	V8	3.75x3.3	45	185@4200	292@2200	292	8.8-1	5	21	21	19	-0 to ±1	+1 1/2	.625 to .12
FORD 8 Galaxie and Special Series	119	61	60	V8	4x3.5	51.2	235@4400	350@2400	352	8.9-1	5	21	21	19	-0 to ±1	+1 1/2	.625 to .12
FORD Falcon	109.5	55	54.5	6L	3.5x2.5	29.4	90@4200	138@2000	144.3	10-1	5 1/2	15	15	8.7	+1 1/2	- 1/4 to ± 1 1/2	1/4 to ± 1/4
FORD Thunderbird Hardtop	113	60	57	V8	4.00x3.50	51.20	300@4600	350@4600	352	9.6-1	5	20	20	19	1 1/2 to 1 1/2	1 1/2 to 1 1/2	1/4 to 1/4
FORD Thunderbird Convertible	113	60	57	V8	4.30x3.70	59.17	381@2900	490@2800	430	10-1	5	21	20	22.5	1 1/2 to 1 1/2	1 1/2 to 1 1/2	1/4 to 1/4
LINCOLN	131	61	61	V8	4.3x3.7	59.7	315@4100	465@2200	430	10-1	5	22	25	23	0 to -90'	0 to +45'	.12 to .19
MERCURY Monterey	126	60	60	V8	3.8x3.34	46.21	205@4000	328@2100	312	8.9-1	5	20	20	20	0 to -90'	0 to +45'	.12 to .19
MERCURY Park Lane and Montclair	126	60	60	V8	4.3x3.3	59.17	280@4200	405@2200	382	8.5-1	5	20	20	21	0 to -90'	0 to +45'	.12 to .19
OLDSMOBILE Dynamic 88	123	61	61	V8	4x3.688	51	240@4400	375@2400	371	8.75-1	4	19	20	20	0 to -1	- 1/4 to + 1/4	0 to 1/4
OLDSMOBILE Super 88	123	61	61	V8	4.125x3.688	54	315@4600	435@2800	394	9.75-1	4	19	20	20	0 to -1	- 1/4 to + 1/4	0 to 1/4
OLDSMOBILE 88	126	61	61	V8	4.125x3.688	54	315@4600	435@2800	394	9.75-1	4	19	20	20	0 to -1	- 1/4 to + 1/4	0 to 1/4
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60.9	59.6	61	3.4x4.125	27.7	145@4000	215@2800	225	8.5-1	4	13	20	14	C	B	1/4
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60.9	59.6	V8	3.91x3.31	48.9	230@4400	340@2480	318	9-1	4	19	20	20	C	B	1/4
PLYMOUTH Golden Command	118	60.9	59.6	V8	4.12x3.38	54.3	305@4800	395@3000	361	10-1	5	22	20	16	C	B	1/4
PONTIAC Catalina and Ventura	122	64	64	V8	4.06x3.75	52.8	215@3600	390@2000	389	8.6-1	5	16.5	23	21.2	-1 1/2 to ± 1 1/2	+ 1/4 to ± 1 1/2	0 to .125
PONTIAC Star Chief and Bonneville	124	64	64	V8	4.06x3.75	52.8	281@4400	407@2800	389	8.6-1	5	16.5	23	21.2	-1 1/2 to ± 1 1/2	+ 1/4 to ± 1 1/2	0 to .125
RAMBLER American	100	54	62.55	6L	3.125x4.25	23.4	90@3800	150@1600	195.6	8-1	4	20	22	11	C	± 1/4 0 Prf.	1/4 to 1/4
RAMBLER 8	108	57.75	58	61	3.125x4.25	23.4	127@4200	180@1600	195.6	8.7-1	4	20	22	10	C	± 1/4 0 Prf.	1/4 to 1/4
RAMBLER Rebel 8	108	58.75	58	V8	3.5x3.25	39.2	200@4900	245@2300	250	8.7-1	4	22	22	20	C	± 1/4 0 Prf.	1/4 to 1/4
RAMBLER Ambassador	117	57.75	59.13	V8	4x3.25	51.2	250@4700	340@2600	327	8.7-1	4	22	22	19	C	± 1/4 0 Prf.	1/4 to 1/4
STUDEBAKER Lark 8	108.5	57.37	56.56	6L	3x4	21.6	90@4000	145@2000	169.6	8.3-1	5	18	18	11	-1 to -2 1/2	0 to +1	1/4 to 1/4
STUDEBAKER Lark 8	108.5	57.37	56.56	V8	3.56x3.25	40.6	180@4500	195@4500	259.2	8.8-1	5	18	18	17	-1 to -2 1/2	0 to +1	1/4 to 1/4
STUDEBAKER Hawk Coupe	120.5	57 3/4	56.56	V8	3.56x3.62	40.6	210@4500	300@2800	289	8.8-1	5	18	18	17	-1 to -2 1/2	0 to +1	1/4 to 1/4
VALIANT	106.8	56	55.5	61	3.4x3.125	27.74	101@4400		170	8.6-1	4	13	13	13	C	B	1/4

ABBREVIATIONS

—4-barrel.
A—Horizontally opposed.
—Also 4x3.5.
B—Left + 1/2, right + 1/2.
—Also 51.2.

C—Power Steering + 1/4 ± 1/4.
Manual — 3/4 ± 1/4.
D—Left + 1/2, right + 1/2.
—Also 300@4800.
—Also 381@2800.
/—Also 382.

—Also 8.6-1.
—Also 300@4800.
—Also 381@2800.
I—Valve-in-head.
—Also 8.6-1.
L—L-head.

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1960 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bal.	FUEL SYSTEM		VALVES		
	Breaker Gap (in.)	Cam Angle (Degrees)	Contact Arm Spring Tension (lbs.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (in.)	Spark Advance Max. Centrif. (Degrees)	Spark Advance Max. Vac. (Degrees)		Carb. Mfg.	Fuel Pressure (lb./sq. in.)	Tapet Clearance Intake (in.)	Tapet Clearance Exhaust (in.)	Intake Valve Overlap (Degrees)
BUICK Le Sabre.....	12.5-17.5	30	19-23	5bte	VD	30-35	26@3750	21@14"	70N	Ca-St	5 1/4-6 1/2	Au	Au	25bte*
BUICK Invicta and Electra.....	12.5-17.5	30	19-23	12bte	VD	30-35	22@3800	17.5@15"	70N	RP-Ca	5 1/4-6 1/2	Au	Au	33
CADILLAC (All Models).....	16	28-32	19-23	5bte*	VD	35	16@2000	22@16"	70N	RP-Ca	5 1/4-6 1/2	Au	Au	39bte
CHEVROLET 6.....	19	28-35	19-23	5bte	FW	33-38	26@3500	22@15.5"	53N	RP	3 1/2-4 1/2	Au	Au	16bte
CHEVROLET 8 (283-cu. in.).....	19	28-33	19-23	4bte	VD	33-38	26@3750	15@15.5"	53N	Ca-RP	5 1/4-6 1/2	Au	Au	12.5bte
CHEVROLET 8 (348 cu. in.).....	19	28-33	19-23	5bte	VD	33-38	24@4600	15@15.5"	61N	Ca-RP	5 1/4-6 1/2	Au	Au	18.5bte
CHEVROLET Corvette.....	19	28-33	19-23	4bte	VD	33-38	28@5700	15@15.5"	53N	Ca	5 1/4-6 1/2	Au	Au	12.5bte
CHEVROLET Corvair.....	19	33	19-23	4bte	CaP	23-26	32@3600	24.5@20"	35N	RP	5 1/4-6 1/2	Au	Au	15bte
CHRYSLER Windsor.....	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca-BB	4-5	Au	Au	15bte
CHRYSLER Strato and New Yorker.....	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte
CHRYSLER 300.....	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte
CHRYSLER Imperial.....	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte
CONTINENTAL.....	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	70N	Ca	5-6	Au	Au	22bte
DE SOTO FireFlite.....	14-19	27-32	17-21.5	10bte	CaP	35	18@4400	22@15"	60N	BB-Ca	4-5	Au	Au	15bte
DE SOTO Adventurer.....	14-19	27-32	17-21.5	10bte	CaP	35	18@4400	22@15"	60N	BB-Ca	4-5	Au	Au	15bte
DODGE Dart 6.....	17-23	36-42	17-21.5	2.5bte	VD	35	25@4400	20.5@12"	50N	BB-Ca	6-7	10	20	tdc
DODGE Dart 8.....	14-19	34-40	17-21.5	10bte	VD	35	18@4400	22@15"	60N	Ca	6-7	10	15	17bte
DODGE 8.....	14-19	34-40	17-21.5	10bte	VD	35	24@4300	22@15"	60N	Ca-Ho	6-7	Au	Au	15bte
DODGE D-500.....	14-19	34-40	17-21.5	7.5bte	VD	35	22@4800	21@14.5"	60N	Ca-Ho	6-7	Au	Au	20bte
EDSEL 6.....	24-26	35-38	17-20	X	VD	32-36	16@2400	22.5@8.1"	55N	Ho	4-5	19	19	17bte
EDSEL 8.....	14-16	26-28.5	17-20	Y	VD	32-36	29@4000	22@15"	55N	D	4 1/2-5 1/2	Au	Au	12bte*
FORD Fairlane 8.....	24-26	35-38	17-20	X	VD	32-36	22@4400	22@19"	55N	Ho	4-5	19	19	17bte
FORD Fairlane 8 500.....	14-16	26-28.5	17-20	X	VD	32-36	22@4400	22@19"	65N	D	4 1/2-5 1/2	19	19	12bte
FORD Galaxie and Special Series.....	14-16	26-28.5	17-20	X	VD	32-36	24@4400	22@16"	65N	D	4 1/2-5 1/2	Au	Au	22bte*
FORD Falcon.....	24-26	35-38	17-20	C	E	32-36	14@5.35"	14@5.35"	40N	Ho	4-5	16	16	15bte
FORD Thunderbird Hardtop.....	14-16	26-28.5	17-20	T	VD	32-36	29@4000	22@15"	55N	D	4 1/2-5 1/2	Au	Au	26bte
FORD Thunderbird Convertible.....	14-16	26-28.5	17-20	T	VD	32-36	29@4000	22@15"	65N	Ca	5-6	Au	Au	22bte
LINCOLN.....	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	70N	Ca	5-6	Au	Au	22bte
MERCURY Monterey.....	15	26-28.5	17-20	3bte	VD	34	22@4000	20@20"	55N	Ho	4 1/2-5 1/2	19	19	12bte
MERCURY Park Lane and Montclair.....	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	65N	Ca	5-6	Au	Au	22bte
OLDSMOBILE Dynamic 88.....	16	28-32	19-23	5bte	VD	30	25@4400	23.5@21"	62N	RP	5-6	Au	Au	14bte
OLDSMOBILE Super 88.....	16	28-32	19-23	5bte	VD	30	25@4400	23.5@21"	70N	RP	5-6	Au	Au	16bte
OLDSMOBILE 98.....	16	28-32	19-23	5bte	VD	30	25@4400	23.5@21"	70N	RP	5-6	Au	Au	14bte
PLYMOUTH 6 Savoy, Belvedere and Fury.....	17-23	36-42	17-21.5	2.5bte	CaP	35	25@4400	20.5@12"	50N	Ca-BB	6-7	10	20	tdc
PLYMOUTH 8 Savoy, Belvedere and Fury.....	14-19	27-32	17-21.5	5bte	CaP	35	25@4600	29.5@17"	60N	Ca-St	6-7	10	19	17bte
PLYMOUTH Golden Commande.....	14-19	27-32	17-21.5	10bte	CaP	35	20@4600	29.5@17"	60N	Ca-St	6-7	Au	Au	24bte
PONTIAC Catalina and Ventura.....	16	30±2	19-23	6bte	CaP	33-38	20@3600	20@15"	63N	RP	5 1/4-6 1/2	Au	Au	14bte
PONTIAC Star Chief and Bonneville.....	16	30±2	19-23	6bte	CaP	33-38	20@2900	20@17"	61N	Ca	5 1/4-6 1/2	Au	Au	30bte
RAMBLER American.....	20	28-35	17-21	3bte	VD	35	12@2100	11@16.5"	40N	Ho-Ca	4 1/2-5 1/2	16	18	10bte
RAMBLER 6.....	16	28-35	17-21	5bte	VD	35	12@2100	10@16.5"	45N	Ho-Ca	4 1/2-5 1/2	16	18	12bte
RAMBLER Rebel 6.....	17	28-32	17-20	tdc	VD	35	18@1900	10@15"	60N	Ho-Ca	4 1/2-5 1/2	12	14	12 1/2bte
RAMBLER Ambassador.....	17	28-32	17-20	5bte	VD	35	18@2000	12@14"	60N	Ho-Ca	4 1/2-5 1/2	12	14	12 1/2bte
STUDEBAKER Lark 6.....	20	38-40	17-20	2bte	VD	28-33	14@2900	18@12"	50N	Ca	3 1/2-5 1/2	18	18	15bte
STUDEBAKER Lark 8.....	16	28-32	19-23	4bte	VD	33-38	24@2300	16@12"	50N	St	3 1/2-5 1/2	23-25	23-25	11bte
STUDEBAKER Hawk Coupe.....	13-18	28-34	19-23	4bte	VD	33-38	24@2400	16@12"	50N	St	3 1/2-5 1/2	23-25	23-25	11bte
VALIANT.....	17-23	36-42	17-21.5	5bte	CaP	35	27@3850	25@14.5"	50N	BB	4-5	10	20	8bte

ABBREVIATIONS

a—35 bte with turbins-type trans.
 Au—Automatic.
 4—Q engine 7.5"bte.
 BB—Bal. and Bal.
 bte—before top center.
 26"—26"bte on 352-cu.-in.
 C—2"bte manual, 6"bte automatic.

Ca—Carter.
 CaP—Crankshaft pulley.
 4—4-barrel, 26"bte.
 D—Ford or Holley.
 E—Indicator scale on front cover.
 F—Non-centrifugal.
 FW—Flywheel.

Ho—Holley.
 N—Negative.
 RP—Rochester Products.
 St—Stromberg.
 tdc—top dead center.
 VD—Vibration damper.
 X—4"bte manual, 6"bte automatic.
 Y—3"bte manual, 6"bte automatic.



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This float, entry of the Toccoa, Ga., unit of the Independent Garage Owners of Georgia in a Christmas parade, won second place in the unusual displays in the parade in the North Georgia town. A party held by the group was attended by approximately 130 persons, according to immediate past state president L. J. Howard of Toccoa.

Harrison Pushes Goal To 350,000 Coolers

"DURING the present model year, we hope to sell 350,000 car air conditioners and 100,000 more units in 1961."

That is what Lawrence A. Zwicker, general manager of Harrison Radiator Division of General Motors Corp., had to say recently, adding that he feels the U. S. market will absorb 600,000 Harrison-built units in 1962.

The division entered the automotive air-conditioning business in 1954 when it produced 7,016 units for Pontiac. Last year the 252,000 units manufactured by Harrison represented a 45% production increase over the previous year, Zwicker said.

Houstonians Spread Yuletide Cheer

HOUSTON, Texas, jobbers joined for the third year at Christmas-time in contributing equipment and funds to local organizations.

Four air-operated packaging machines for use in the workshop were given to the Lighthouse for the Blind. A contribution to the Tuberculosis Division of Jefferson Davis Hospital made possible a centralization of supplies.

Firms participating were: Air-line Auto Supply, Althaus Motor Parts, Arlla's Auto Supply, Automotive Paint & Supply Co., Automotive Parts Service, Beard & Stone Electric Co., Fred Collins Co., Inc., Comet Automotive Supply, Dewey & Hendrix Auto Parts, Johnny Frank's Auto Parts, King

Center Auto Supply, Knigge Automotive Supply, Lester Battery & Electric Co., Jos. F. Meyer Co., Milam Supply Co., Inc., Moore Bros. Electric Co., Motor Machine & Supply Co., Motor Parts Depot, Inc., Neumeyer Motor Parts, Inc., Ochterbeck Distributing Co., The Pruitt Co., Roeder's Auto Supply, South Texas Parts & Machine, Standard Parts Co. of Houston, Straus-Frank Co., Tom Taylor Motor Supply, Truck Parts & Equipment, Inc., Wahlberg-McCreary, Inc., Weaver Motor Parts Co.

McLaughlin and Cooper Swap Jobs at Ford

APPPOINTMENTS of M. S. McLaughlin as Ford Division general sales manager and Walter J. Cooper as Western regional sales manager has returned Cooper to the West Coast, where he had lived 20 years before moving to Dearborn as sales manager in 1957.

McLaughlin had been Western regional sales manager. He was executive assistant to Charles R. Beacham, Ford Division's assistant general manager, when Beacham was general sales manager from April 1956 to September 1957.

Hicks Dies in Memphis at 79

Jefferson Fewell Hicks, Sr., 79, past president of the Memphis Automobile Dealers Association and former owner of Jeff F. Hicks Motors, Inc., Rambler dealership in Memphis, died recently of a heart attack. A native of Little Rock, Ark., Hicks moved to Memphis in 1907 and entered the automobile business in 1916.



Miniature hydraulics can prove a boon to motorists of the future as the housewife, above, is proving with the "knee touch" hydraulic lid lift perfected by The Electric Autolite Co. For the past five years Autolite has been successfully road-testing a complete line of hydraulic hardware that obtains power from an accumulator which is charged by a small engine-driven pump. This hardware consists of power brake booster, power steering gear, window lifts, hydraulic conduits and connectors, seat shifters, rear truck lid actuator, pushbutton transmission control, electro-hydraulic control valves and a tank-mounted fuel pump. In addition Autolite is now testing a hydraulic windshield wiper motor. Hydraulic devices were perfected by Autolite in anticipation of increasing trend toward single source of power for automatic accessories.

Memphis Boosters Elect Cunningham President

R. C. CUNNINGHAM has been elected president of B-25 Boosters Club of Memphis, Tenn., succeeding Daniel Davis, sales manager for Kimco Auto Products.

The group was reactivated during the past year and has increased its membership from 20 to 60. Its first annual Christmas party and dance were held at the Pez-body Hotel last month.

Pensacola Jobbers Give Hospital Equipment

WHOLESALEERS of Pensacola, Fla., who joined in the names of their customers in presenting needed equipment to the Pensacola Maternity Hospital in honor of the Christmas Season, were:

Pensacola Automotive Supply Co., Pensacola Electric Garage, Petree Brothers, Rogers Motor Supply Co., Southern Auto Parts Co., Tyrrell Auto Supply Co. and United Auto Supply Co.

for shelf-life that's \$hort and \$weet...

it's



Salesman, Serviceman, Counterman or Chief . . . in thousands of establishments, busy hands reach for EIS Brake Parts . . . and for good reason: every part in "The Brake Parts Line" is engineered with a single objective . . . to do the job better and more profitably. No dust-catchers here . . . just fast turnover and that's what adds up!

"E" Series HRC* WHEEL CYLINDER CUPS with Expanders and Springs..BUILT INTO EVERY EIS WHEEL CYLINDER.. INCLUDED IN EVERY EIS WHEEL CYLINDER REPAIR KIT!

Why? Because since 1956, expander-type cups have been initial equipment on 70% of American cars (including Cadillac and Imperial)!

"E" Series CUPS represent one of the many product-developments that have established EIS as THE Brake Parts Line! They're recommended for all wheel cylinder work and are available in all sizes.

*Heat-Resisting Compound

MASTER CYLINDER AND KITS · WHEEL CYLINDERS AND KITS



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POWER BRAKE PARTS AND KITS · SWITCHES · HOSE · SAE "SUPER" BRAKE FLUIDS



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(IRON-CLAD)

3

THE WORLD'S CHAMPION...

Lasco MOUNTAIN MASTER (the biggest name in brake lining) has been guaranteed for THREE FULL YEARS for half a decade without a single brake lining manufacturer meeting the challenge. WHY? BECAUSE THEY KNOW THE CHAMPION and don't dare to meet the challenge. MOUNTAIN MASTER sales have doubled, then quadrupled, now a new Mississippi plant to again double the volume.

Meantime MOUNTAIN MASTER Brake Shoe jobbers and MOUNTAIN MASTER Brake Block distributors are cashing in with jumping sales and enthusiastic customers. MR. BRAKE SPECIALIST, why do it the hard way with Tom, Dick and Harry brake lining and no profits and no future.

Make no mistake about it (Patented) MOUNTAIN MASTER is the BIGGEST name in Brake Lining—A BONANZA to those that sell it and dollars in the pocket to those that have DISCOVERED it... GIVE IT A TRIAL—IT WILL PAY OFF BIG.



Lasco Brake Blox are engineered by an exclusive, patented process and "iron-clad" for amazing strength and durability. Available in drilled and undrilled sets.

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"THE 3 VANISHING KILLERS"

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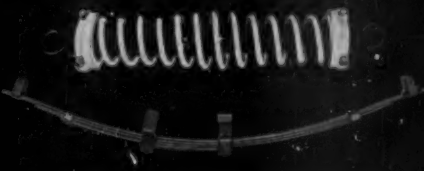
Colorful 40 page book written by expert brake engineer. Tells all about brake fade and the real killer secondary brake fade—Tells how brake lining is made and how to tell a quality product from the cheap and dangerous! Write for your free copy today!

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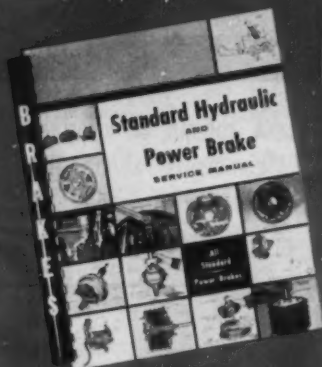


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The most complete and up to date manual in existence—320 pages—manual is a complete picture-story of all brake systems—designed to tell, show and train mechanics to apply brakes to all cars 1950-1960. Every step of operation is described and pictured—also tells how you can get into the \$427,000,000 brake service business. Write today for information on how you can obtain your free copy!

BRAKE SHOE RELINERS GROW WITH LASCO: Lasco passenger car shoe exchanges are available in bonded or riveted sets using some supreme quality lining in two grades: **MOUNTAIN MASTER** and **BLUE LABEL**. TRY IT—it will make you friends and money!



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 Lake City, 541 So. State St. • Seattle, 714 E. Pike St. • Portland, N.W. 15th
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size for passen-
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and equipment.



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A complete
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Original equipment and re-
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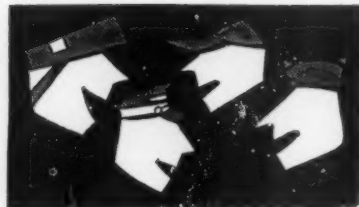
Readers are invited to contribute to—**SHOP TALK**

WANTED BY THE FBI

Glen Mark Bright, also known as D. E. Bremmer, Glenn Mark Bright, Rock Brite, Clyde Byington, Harry P. Castle, T. Clark, C. A. Creswell, O. C. Cross, James A. De Long, William B. English, William Barnes English, Walter A.

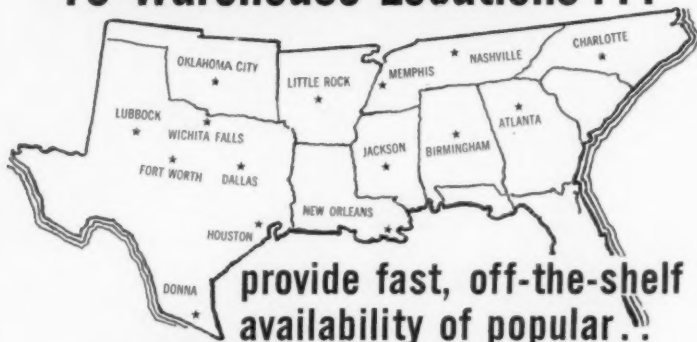
Johnson, Stephan Laine, Stephan P. Laine, Steve Laine, Steven C. Laine, Glen McBright, Charles B. Norton, James Pearson, Mark Rossi, Mark J. Rossi, Bob Ryan, Robert A. Ryan, C. O. Weber.

Glen Mark Bright, who has been employed as a parts man and mechanic in sports car and other



A column of informal comments about the automotive trade and its problems

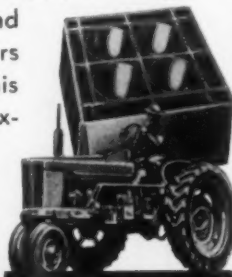
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Now, conveniently warehoused in 15 key Southern cities, are complete packaged sets of nationally-known BASIC for most popular makes of trucks and tractors. Instant availability makes it easy for jobbers and dealers to handle lots more customers faster and at much more profit. This speedy BASIC service, coupled with exclusive BASIC engineering features, help you build plenty of customer good-will during the busy spring season of rush, overhaul jobs.



ORDER FROM YOUR JOBBERS OR ANY OF THESE WAREHOUSES:

AUTOMOTIVE WAREHOUSE CO.
800 Mississippi St. Jackson 7, Miss.

J. B. COOK AUTO MACHINE CO.
1503 McGavock St. Nashville, Tenn.

H-M PARTS COMPANY
2617-23 Warwick Kansas City, Mo.

JOBBERS SERVICE, INC.
523 Simpson St., N.W. Atlanta 13, Ga.

JOBBERS WAREHOUSE
216 W. 29th St. Oklahoma City, Okla.

TOOL & PARTS WAREHOUSE, INC.
111 McKee Houston, Texas

JOBBERS WAREHOUSE
315 Lafayette St. New Orleans, La.

MANUFACTURER'S WAREHOUSING CORP.
1016 Monroe St. Ft. Worth, Texas

SOUTHWEST AUTOMOTIVE WAREHOUSE
1611 Avenue G Lubbock, Texas

TOOL & PARTS WAREHOUSE, INC.
c/o Border Warehouse Donna, Texas

TOOL & PARTS WAREHOUSE, INC.
2816 Commerce St. Dallas 26, Texas

BASIC SLEEVE ASSOCIATES

garages, is being sought by the FBI for the interstate transportation of fraudulent checks. Bright allegedly opens an account at a bank by depositing a fraudulent out-of-state check and then writes local checks against the uncollected funds and leaves town. He has also stolen checks from his employers, forged these and passed them. He is believed to be accompanied by his wife, Carroll Yvonne Clarks Bright.

Recently Bright allegedly embezzled a 1955 Buick from a deal-



er in Florida and traded it in Denver, Colo. He was last known to be driving a 1953 Chevrolet station wagon, serial No. B53 S068621, motor No. LAA 440802.

He is described as follows: age 32-35, born 7/11/24, 1926 or 1927, Greeley, Colo. Actual birth date not yet verified but U. S. Army records reflect date of birth as

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.

7/11/26 at Greeley, Colo.; height 6' 2", weight 227-243, build: heavy, hair: brown, eyes: hazel, grey-blue, brown (defective vision), complexion: ruddy, race: white, nationality: American, occupations: merchant seaman; automobile mechanic and station manager, scars and marks: 4" scar right shoulder; small scar over right eye; appendectomy scar; scar on right little finger; 1" scar on left thumb, FBI No.: 49 704 B.

Anyone having information concerning the whereabouts of the subject, please contact the nearest office of the FBI.

He was taken into custody at Fort Smith, Ark., late last month just at press-time, the Atlanta FBI office advised.

WANTED: LIGHT BOARDS

Glen Burnie, Md.

Gentlemen:

Please give us the names of the companies that make service control light boards that let the customer know through red, amber and green lights the work load of the dealer or shop.

If possible, we would also like to know of any concern that sells decorative material to dress up a service department or shop, including departmental signs.

W. A. SCHULTE,
Schulte Ford Sales, Inc.,
917-923 Ritchie Highway

We are glad to send you the name of the company that can help you.

BATTERY REBUILDING

Couch, Mo.

Gentlemen:

Could you direct me to information on the procedure of battery rebuilding? I am wanting to enter this field and would like to learn as much as possible on the technical end.

GEORGE TUCKER,
P. O. Box 123

We are glad to recommend one manufacturer who probably can help you with this.

WHY THE SWITCH?

Rosedale, Miss.

Gentlemen:

Why did they switch battery ground from positive back to negative?

CARL NICHOLS,
Rosedale Motor Co. (Ford)

We presume you are referring to the Ford. There are certain characteristics in a radio that make it much more desirable to have a negative ground system.

AN EXECUTIVE'S LIFE

What's the inside life of an executive?

Nathan M. "Nate" Roberts, executive director of the Automotive Parts Rebuilders Association and former manager of the Automotive

Wholesalers Association of Alabama, answered in a recent bulletin:

"Executives are a fortunate lot. For as everybody in any office knows, an executive has nothing to do, that is except:

"To decide what is to be done; to tell somebody to do it; to listen to reasons why it should not be done, why it should be done by somebody else, or why it should be done in a different way, and to prepare arguments in rebuttal that shall be convincing and conclusive—

You're invited to a LYNCHING!



That's right. Jerry Jobber's customers are so mad, if this were the 1860's and "West o' the Pecos," there'd be a neck-tie party sure as shootin'!

What started all the fuss?


Well, it all began when Jerry tried to beat price competition with an unknown brand of inexpensive REBUILT CARBURETORS.

Sure, his business was great—but, with a low-priced line of rebuilt carburetors it would be much greater; and, he'd thus eliminate the growing threat of price competition in his area. Yes sir, Jerry knew the ropes alright! Rebuilt carburetors all look alike—why not take on a line with price as the sales appeal? He'd do a bigger job all around... and after all, who looks inside a rebuilt carburetor to see the difference?

Well, you can just guess what happened. Jerry did a big rebuilt business alright, but not for long. You see, his customers had a lot of faith in him cause everything else he sold was top-line merchandise, so naturally they bought his "unknown" rebuilds without a thread of doubt in mind. The fun began when they tried to install them. Naturally the units weren't pre-adjusted, so they required a lot of extra work and engine tuning. Then the "come-backs" started! Well! You never saw such angry people! That's when the knot tightened, and Jerry headed for the hills.


MORAL: A jobber's reputation is like a chain—it's only as good as his poorest product. Remember this about rebuilt carburetors: Only CHAMPION-REBUILT CARBURETORS guarantee you: • 100% QUALITY-CONTROLLED UNITS with more and better new parts • 100% Pre-Testing and Pre-Adjusting • Clearly stated casting and obsolescence policy • Complete CARBURETOR IDENTIFICATION GUIDE to eliminate loss of profits • Tremendous stocks assuring instant services • Same-As-New-Unit Guarantee.

Write today for Champion's complete Catalog
of Rebuilt CARBURETORS - DISTRIBUTORS - WATER PUMPS



Champion Parts Rebuilders, Inc.

4301 W. 69th Street • Chicago 29, Illinois



"To follow up to see whether the thing had been done; to discover that it has not been done; to inquire why it has not been done; to listen to excuses from the person who should have done it and did not do it, and to think up arguments to overcome excuses—

"To follow up a second time to see whether the thing has been done; to discover that it has been done but done incorrectly; to point out how it should have been done; to conclude that as it has been done, it may as well be left as it is; to wonder if it is not time to get rid of the person who cannot do a thing correctly; to reflect that the person at fault has a wife and seven children, and that certainly no other executive in the world would put up with him for a moment; and that, in all probability, any successor would be just as bad, or worse—

"To consider how much simpler and better the thing would have been done had he done it himself in the first place; to reflect sadly that if he had done it himself he would have been able to do it right in 20 minutes, but that as things turned out, he himself spent two days trying to find out why it was that it had taken somebody else three weeks to do it wrong; but to realize that such an idea would have had a highly demoralizing effect on the organization because it would strike at the very foundation of the belief of all employees that an executive has really nothing to do."

WHAT'S YOUR SHAMPOO?

Arcadia, Fla.

Gentlemen:

In your November 1959 issue you have an article "Appearance Reconditioning Moves Used Cars." There is mentioned in this a shampoo for cleaning. We are wondering if you will give us the name and source of supply for this shampoo.

C. L. DAUGHTREY,
Daughtrey Motor Co.

We are asking the dealership in El Paso to pass this information on to you.

Air-Conditioner Units

(Continued from page 37)

mailings, so that there will be a steady dribble of letters rather than a major mailing at one time. That in turn brings in prospects gradually rather than so many at

one time that the service department cannot adequately discuss air conditioning with them.

"We are strong believers in working our own list of customers," Baker said, "rather than trying to play the entire field. There is more potential air conditioning among our own customers than we possibly could handle if it all came in; and until we do saturate this market, we feel that this segment of prospects represents the least resistance to our selling efforts."

This being a comparatively modest operation, Baker is able to greet practically all service customers himself. As the air-conditioning season approaches, he begins the practice of checking consistently every later-model car that comes in for anything at all, to see if it has air conditioning.

If he sees that it does not, he makes an opportunity, either at the time the customer comes in or sometime during the car's stay in the department, to talk about air conditioning.

Units Kept on Display

He keeps at least one unit of each make on display on the service department counter or elsewhere within close range of the spot where service customers stop. Having these units on display makes it easy for him to switch the air-conditioning talk to the units themselves.

When he induces the prospect to walk over and look at a unit, he then explains how it works, the simplicity and speed of installation and the obvious advantages of air conditioning.

The company quotes a flat rate for the unit, which includes cost of installation.

Once and never more than twice during the season—and generally toward the tail-end of the selling period—the company uses the local newspaper to feature an air-conditioning "special" which represents a "package deal" at somewhat less in price than the regular price of the unit installed.

"This brings in a few customers who have held back, awaiting a bargain," Baker said, "and we do it mainly to compete with others who are making a lot of noise about price along about that time of the season."

Of course the company services its own air-conditioning installations as well as those which were factory-installed on customers' cars.

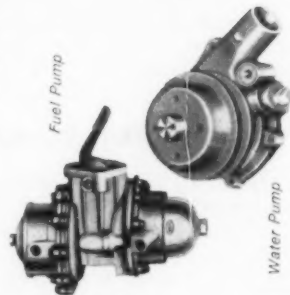
The important line of vital products for safe, trouble-free motoring!

Get the full story about AIRTEX Fuel Pumps, Water Pumps and POW'R-BRAKE units, PLUS details of the industry's newest Merchandising Program . . . Call your AIRTEX jobber now . . . ask him how you can please the love in your life while you increase the profit in your pocket . . . with

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AIRTEX PRODUCTS INC.
Fairfield, Illinois

Fuel Pumps • Water Pumps • Pow'r-Brake Units

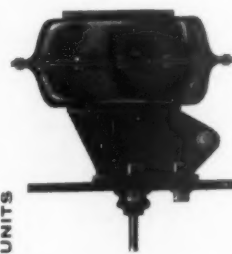


FUEL PUMPS

Exclusive design and construction features plus rigorous 100,000 mile torture tests prove the durability of AIRTEX Fuel Pumps . . . assure the care and precision that satisfies your customers while you reap top profits!

WATER PUMPS

Only AIRTEX Water Pumps combine the quality and economy you require for increased sales and profits. Each AIRTEX Pump is precision-made for full flow circulation . . . engineered to rigid controls, yet competitively priced!



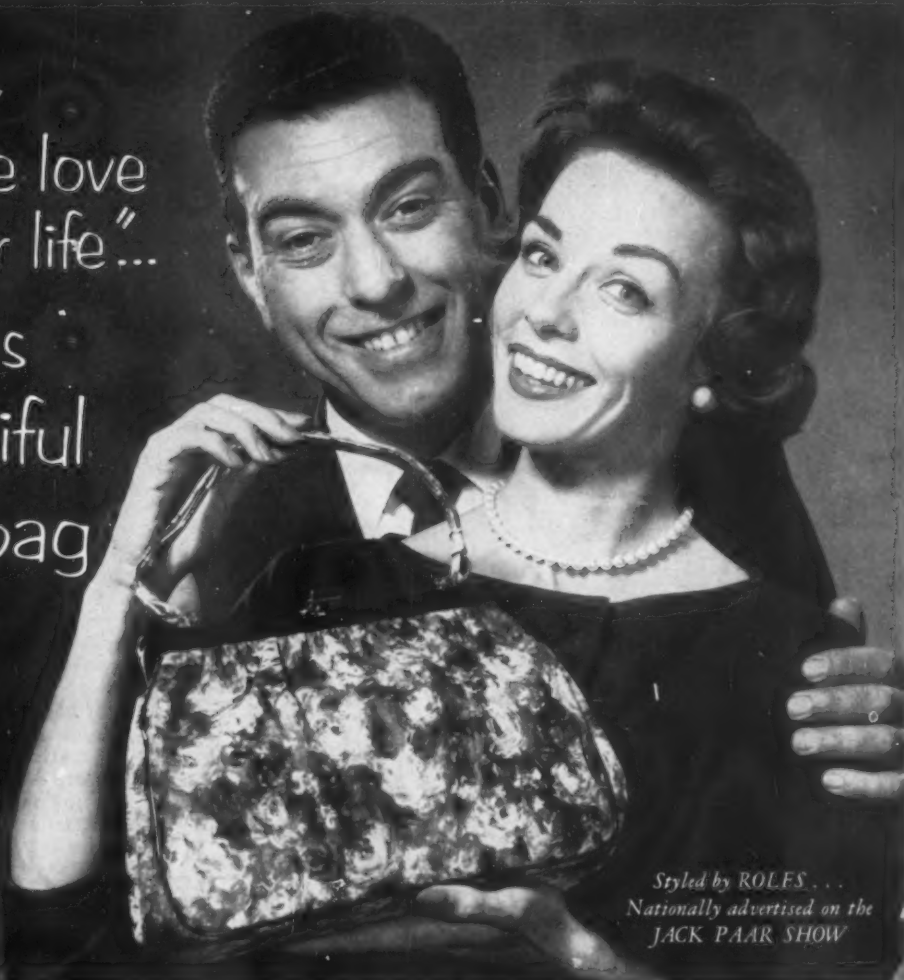
POW'R-BRAKE UNITS

The all-new AIRTEX POW'R-BRAKE offers fast, smooth, safe braking with a minimum of effort, and it's within everyone's price range. Easy to install, POW'R-BRAKE is the economy unit your area's car owners want!

AIRTEX

"for the love
in your life..."

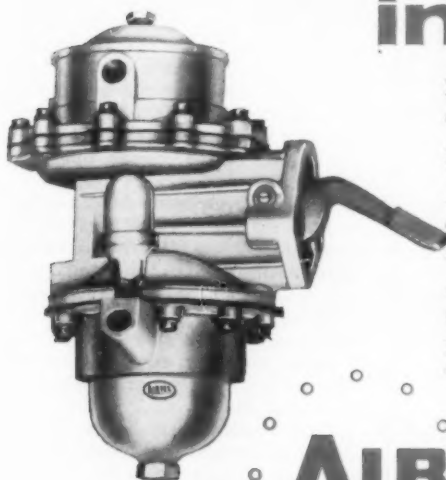
this
beautiful
handbag



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Now you can get this beautiful, fashionable handbag by ROLES by simply ordering an AIRTEX AX 90 assortment of eight fast-moving Fuel Pumps. And that's not all... gift certificates packed in every carton of Fuel Pumps, Water Pumps and POW'R-BRAKE units make you eligible to receive additional gifts to please your love. You'll earn extra profits, too, since the eight pump assortment of top-quality AIRTEX Fuel Pumps equips you to service popular cars in your area.

All this is just a part of the giant, new AIRTEX program... the program that delights the love in your life while it adds all-important profits to your pocket. Investigate now... see the fashion ensemble now being offered and get full details on this new program from your AIRTEX jobber!

AIRTEX

AIRTEX AUTOMOTIVE DIVISION
AIRTEX PRODUCTS, INC.
Fairfield, Illinois

Fuel Pumps • Water Pumps • Pow'r-Brake Units

Dear Bill,

I thought we were pretty well covering the field in auto repair for our customers, what with their imported midgets and what have you, but today one of our customers drove his station wagon into the shop, lowered the end gate and rolled out a stripped midget for a spot of repairs.

Seems this underslung strip-down was his ten-year-old son's entry in the local midget club, but he confided that he got a kick out of making a few rounds of the



Mustang Mike
Says...



LOOK Fella! THESE MUSTANG
REPLACEMENT ENGINES
They're Money-makin' Whizbangs!

- Dealers net easy \$12 per shop hour profit
- Complete installation in 6 hours clears decks for another job
- Customer confidence and national acceptance thoroughly established through POST advertising

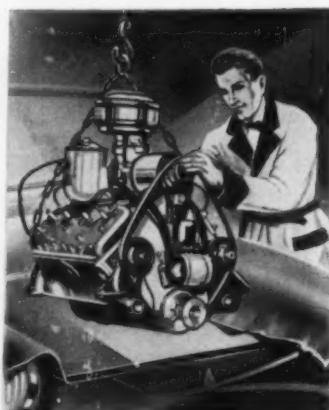


DEPENDABLE, precision-built **MUSTANG REPLACEMENT ENGINES** are proved big ticket, big profit items for any car dealer, garage or service station. Profit heaped on profit is assured from the sale of related parts plus liberal allowances you get on trade-ins.

MUSTANG comes as a complete package, with all the gaskets, all ready to uncrate and install as the sweetest running engine your customers ever had. Your jobber will cheerfully explain how to "get going" with the fabulous **MUSTANG** volume line.



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MUSTANG ENGINES

20 INTERNATIONAL ROAD - DALLAS, TEXAS

course in the vehicle himself.

This job sported a team of two one-cylinder, two-cycle engines sitting over the rear wheels and driving them by chain and sprockets. We've always considered it good business to help the small fry with their vehicles, but this is a little further down in the age scale than we've gone before. Since no driver license is required to drive these off-the-highway speedsters, the cradle is the limit. We're projecting our goodwill considerably further into the future than before with these little crates.

But, believe me, I agree with the owner's father, they are a kick to drive, for of course I had to make a "road-test" around the parking lot, and skimming along only a few inches above the ground gives you a feeling of speed far above what you are rolling, though I must confess they do roll plenty fast. They are becoming quite the fad for the younger set.

There hasn't been such an interest in things mechanical in the automotive field since "way back when." The war years of austerity and the depression all tended to dry up the sportsmen's interest in fancy cars and gadgets, but it has been coming to life again in the last few years, and welcome, too—for people spend money on their fads.

We had become so busy in the routine maintenance of the family chariots that we almost missed the boat on the sports jobs, but once we awakened to the fact that economy imports, rods and sports cars were here to stay, we've been keeping men and equipment busy that might have otherwise shown some flat spots.

Aside from the labor, we've made an interesting profit in the parts and accessories we've installed to the customers' orders and the list included unusual



Even under the car, torquing of automatic transmissions is simple with an easy-to-read Snap-on Torqometer. Here mechanic checks clear-view dial to get preset reading.



Check with your Snap-on dealer on his next call. He has a complete range of Torqometers for every need.

Torquing by "feel" can ruin your reputation

PROTECT YOURSELF WITH A ***Snap-on*** TORQOMETER®

Distortion tests by automotive engineers prove that a torque wrench is an absolute "must" for accurately servicing today's cars, tractors and trucks. Avoid complaints and "comebacks" — get all the sizes of Torqometers this work demands. You can't afford to be without them. Here's just a sample of what guesswork can do.

Automatic transmissions — Uneven torquing of transmission valve bodies can cause erratic, jerky operation. *There are over 590 manufacturer's torque recommendations on just 18 current models of automatic transmissions!*

Spark plugs — Improper torque can cause stretched or cracked threads, distorted or closed spark gap, broken shell, compression loss, poor combustion.

Head bolts — Non-uniform or overtightening can cause gasket failure, compression loss, valve damage, increased wear, poor fuel economy, early engine failure.

Bearing cap nuts — Uneven torque on the cap causes bearing distortion — can result in costly crankshaft damage.

Wheel bearings — Improper torque causes excessive wear.

And this is just part of the list!

Don't gamble with expensive components or with your customers' good will. Get the best — get a Torqometer the next time your Snap-on man calls. Sizes from 0 - 5 in. lb to 0 - 4,000 ft lb.

Show your Snap-on Torqometer to your customers. Tell them how you tighten bolts to the manufacturer's specifications. It helps build confidence in you — keeps their service business in your shop.

SNAP-ON TOOLS
CORPORATION
8052-A 28th Avenue • Kenosha, Wisconsin

items like tachometers, special heads, ignition systems and carbs, not to mention appearance items and special paint jobs. The engine-rebuilding jobs we've done for "cranks" certainly were above and beyond our regular run of overhauls, so they added to the volume considerably. The buyers of these jobs were always happy to pay a premium price for the special attention they required over a regular job.

Fortunately we had enough mechanics in the various depart-

ments who were bit by the same bug, so they got a kick out of doing this off-the-trail work. Many dealers avoid it like the plague, they tell us. Oh, well . . .

Trust the New Year is shaping up as well for you as it is for us.

Yrs,
Ed.

Questions Face Dealers

(Continued from page 33)

tion of Chrysler, all factory profits in 1959 were fabulously good and

show that terrific volume need not be the answer as far as factories are concerned.

I hope they realize also that unless dealers make profits, and good profits, they won't be able to get replacement dealers to sell their products. So I'm hopeful that the manufacturers will only produce the number of cars that the dealers can sell—at a profit.

Maybe some day the dealers of America will find out that they can control production—by simply ordering the cars they can sell profitably and *no more*. The top management at the factories always claim that's all they produce anyway. What they probably don't know (reckon they don't?) is that they have the world's greatest "persuaders" in their field forces, who, in order to advance or keep their jobs, are continuously pressing their dealers to buy more cars than they should have. May the day come when all dealers will have sense enough to say "NO" when they don't need any more merchandise in their inventories.

In 1960 more importance will be given by good dealers to their service and parts business, and to their used-car departments. These departments are sources of needed income and when properly and decently operated definitely increase a dealer's new-car business. The day of the shoestring, poorly equipped new-car dealer is about over, I hope, and the factories will be careful in their appointment of new-car dealers. They are pledged to a quality dealer program in all their appointments and good business alone dictates the need for such a policy. The public has long ago decided it wants no dealings with unethical, fly-by-night operators who flourished for a brief period in 1955 and 1957. May their type never return again to our business!

All in all, 1960 looks good to dealer and factory alike. If we both keep our feet on the ground and operate in a sane, honest and businesslike manner, I'm predicting a great year for all the dealers in the franchised automobile business.

Cobb Dies in Clarksdale, Miss.

Henry Rightor Cobb, 52, owner of Friars Point Motor Co., Clarksdale, Miss., died recently following a heart attack. Born in Collierville, Tenn., Cobb had lived most of his life in Friars Point, Miss. He moved to Clarksdale 12 years ago.

One way to decide who pays the check...



But not the way to buy
Tire Valves and Hardware!



Considering the vital job tire valves must do—provide airtight security—what you use is important indeed! The reliability of the product is far more important than a penny or two saved.

Dill has been a respected manufacturer of top quality valves, valve hardware, tools and equipment for over 50 years. Today, our most important asset is a reputation for producing the finest possible products . . . a reputation to which we will always strive to add.

What does this all mean to you? It means complete reliability, dependability and safety when you specify Dill. Why take a chance on less?

DILL Manufacturing Company
700 East 82nd Street • Cleveland 3, Ohio



"Brother! I call this a real bearing outfit

... when this '32 Ford came in for an engine overhaul, I didn't think my NAPA Jobber could come up with Monmouth engine bearings for this relic ... but he did, and that's what I call real coverage".

says John Keirnan, independent garage owner of Cleveland, Ohio.

You, too, can count on your NAPA Jobber for fast service on the most complete line of engine bearings on the market. Monmouth has the right material in the right size for every engine job that comes into your shop.

Low premium "customer insurance" is yours when you install ...

MONMOUTH Engine Bearings

CLEVITE SERVICE: Cleveland Graphite Bronze • Division of Clevite Corporation • Cleveland 3, Ohio



Ring up More Profits

in the BIG service years ahead!

MAJOR OVERHAUL TO INCREASE 20% SEE GOOD PROFITS IN RE-RING JOBS!

Everywhere, USA—Automotive shops throughout the country are looking forward to a profitable increase in major engine overhauls during the years ahead. The incidence of engine overhaul is on the increase. To help the service shop cash in on this increase, a new, informative brochure, "Ring Up More Jobs," has been published by Muskegon Piston Ring Company, Muskegon, Michigan. Available to shop operators on request or through Muskegon jobbers, the brochure points out that engine overhauls will increase at least 20 per cent in 1960.

The figures are based on the established fact that 70 per cent of all automobiles four to eight years old go into shops for major engine work. With car prices reaching new highs, many owners are making their present cars do longer. Yet, they demand power and performance to which they have become accustomed. 7 out of every 10 cars need new piston rings now. As operating economy goes down, they put their cars in the shop for re-ring jobs rather than take the plunge on a new model.

Shop operators like it. They know that every re-ring job also results in needed replacement of other engine parts, such as bearings, valves, pistons, rods, gaskets, etc. Historically, for every dollar of piston rings sold another three is spent for related parts! Re-ringing is profitable business!

To make it even more profitable, Muskegon Piston Ring Company has simplified ring set selection with "ENGINE-DATED" piston ring sets. The best combination of piston rings ever developed for the particular engine is contained in the "ENGINE-DATED" package, together with complete and clear installation instructions, and with the rings protected in separate envelopes that are color-coded to indicate exactly which piston grooves they go into.

And they bring savings of time, trouble, responsibility and money to shop operators everywhere. The brochure "Ring Up More Jobs," tells the profit-making facts. Muskegon Piston Ring Company, Muskegon, Michigan, or Muskegon jobbers, will supply copies on request.



Write for new brochure!

with
Muskegon
"ENGINE-
DATED"
piston ring sets



"ENGINE-DATED" means simply the best combination of piston rings ever developed for a particular engine . . . a set that assures top engine performance and customer satisfaction for every installation. And, the economies accomplished by Muskegon distribution of "ENGINE-DATED" sets mean added savings which are passed on to you and your customer. Get all the profit-making facts from the free brochure, "Ring Up More Jobs." Request yours from your Muskegon jobber or write direct today!



Muskegon Piston Ring Company,
Muskegon, Michigan

AFFILIATES:

SPARTA FOUNDRY CO
SPARTA, MICHIGAN
ROTARY SEAL DIVISION
SPARTA, MICHIGAN
AND CHICAGO

71% Expect Volume Hike

(Continued from page 31)

crease is contemplated. Volume this year should be up three per cent, said Bernard Rubin.

A new building was the reason for the 25% higher shop business at Brown Chevrolet Co., Guntersville, Ala., said R. A. Brown. He anticipated a further rise of ten per cent this year.

Joe Halterman of H & M Garage, Louisville, Ky., reported his volume down ten per cent due to

"more new cars being sold" and "unemployment." He looked for a climb of 15% this year. He asserted, "The labor picture here has been up and down all year and has had a great effect on our shop. However, the picture looks much better due to some of the large concerns here rehiring and some new construction in the making."

The eight per cent rise at Martin Motor Co. (Oldsmobile), Laurel, Miss., was a "normal increase" and this year should see a further rise of ten per cent, said B. J.

Martin. His rate of \$4 will be increased this year for the first time in four years.

Volume was down 20% but it should climb ten per cent this year, said Jasper L. Lee of Lee's Service Station, Washington, D. C. He blamed "change in neighborhood and price-cutting" for the decline.

"We run a special adjusting brakes for any car for \$1 with a lube job or oil change when the car is on our free-wheeling lift," he said. "We also pack wheels for \$1.50 while we have the car up for any other service. We also will pack the U joints on a Plymouth car for \$3 if we have the car up for any other service."

"We find this really pays off as we get lots of brake work from this special."

Volume was up 25% last year for Sherer Oldsmobile, Shelby, N. C., and should climb 15% this year, said B. P. Sherer. His flat rate of \$4 was adopted in November 1958 and it is to be raised this year.

A Louisville, Ky., GM dealership reported shop business up ten per cent and predicted the same increase for this year because "the economy seems better and there is more employment." Display advertising in newspapers has helped the shop, an official said.

Better acceptance of new cars and more employment drove the shop volume 15% higher at Lee Ramsey Motors, Arkadelphia, Ark., and it should swell 20% greater this year, said Lee Ramsey.

Shop volume was down ten per cent and will likely run the same this year as last at Burns' Garage, Clover, S. C., said L. S. Burns of that firm.

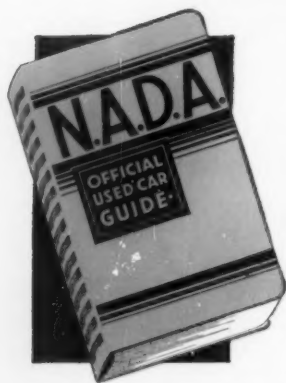
Business was up by ten per cent at Lee & Andrews Garage, Macon, Ga., and this year's business should equal last year's, according to Dan Lee.

Purolator First Prize Goes to Missourian

CLYDE Kelley, Phillips 66 dealer in Kansas City, Mo., the first prize winner in the second round of the Purolator \$126,000 Prizarama Sweepstakes, was presented a Triumph Estate Wagon by Purolator's national accounts sales manager, John C. Dods, Jr.

Second prize winner was Joel Cooley, Gulf dealer of Durham, N. C., who received a Hardman Duo piano.

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reporting field
because it's . . .

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Here it is!

WARNER'S NEW SPRING FREE DEAL!



Here's
all
you
do

Dealer orders 48 cans (4 cases) of any selection of Warner Radiator and Cooling System Products and receives—*absolutely free*—12 cans of fast-selling Warner Protector and Water Pump Lubricant—worth \$12.00 retail!

Order Now! Offer expires March 31, 1960

You Can Sell Warner Protector and Water Pump Lubricant ANYTIME during Spring and Summer

It's a fast, easy sale at Spring changeover time. Recommend it to your customers and do them a favor. Stops rust and corrosion. Stops water pump squeaks. Keeps cooling system clean and efficient all summer long.

Make these extra profits! Sell Warner Protector and Water Pump Lubricant.

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WARNER PRODUCTS

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Warner Liquid Solder (Non-Metallic—deposits tiny fibers to repair leaks).....	\$1.00
Warner Protector and Water Pump Lubricant.....	\$1.00
Warner Speed Flush.....	\$1.00
Warner Heavy Duty Cooling System Cleaner.....	\$1.50
Warner Block Repair—Heavy Duty Sealer.....	\$1.50



WARNER-PATTERSON COMPANY, 600 South Michigan Avenue, Chicago 5, Illinois

Warner-Patterson Company, Toronto 2, Canada

Champion Promotes Davis And Others in Sales

HARRY F. Davis, manager of the equipment sales division for Champion Spark Plug Co., has been promoted to general sales manager, while Dewey V. Sherman and George F. Owens, former



General Sales Manager Davis

assistant sales managers, have been named eastern and western sales managers, respectively.

O. C. Leighty, vice president in charge of sales, will remain with the firm in an advisory capacity. He joined the organization in 1919, and in 1954 was elevated to vice president and sales manager.

Davis will direct the national sales program and the equipment sales division. He joined Champion in 1936. Sherman has been with the company 34 years and Owens 27 years.

Louisiana Dealers to Hear Finance Executive

E. F. WONDERLIC, president of E. General Finance Corp., Evanston, Ill., and president of the American Finance Conference, will be among the speakers at the 23rd annual convention of the Louisiana Automobile Dealers Association.

Other speakers at the meeting, to be held Feb. 15 at the Roosevelt Hotel in New Orleans, will include James C. Moore, executive vice president of NADA; William J. Cleveland of Crowley, LADA's NADA director; Amos E. Neyhart, administrative head, Public Safety Institute, Penn State University, and Mayor deLesseps S. Morrison of New Orleans.

Garland Mahaffey of Lake Charles is president, Everett Richaud of Houma is vice president and Bert Feiber of Bogalusa is secretary-treasurer.

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COMPRESSION



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LOS ANGELES: H. E. Alana

LOS ANGELES: D. W. Bantlow

LOS ANGELES: J. Muelin

LOS ANGELES: H. J. Henneley

LOS ANGELES: J. R. Phillips

LOS ANGELES: M. J. Meadows

LOS ANGELES: H. L. Harrington

SAN BERNARDINO: E. C. Swanson

SAN DIEGO: D. E. Braker

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FRESNO: L. N. Cup

MODESTO: L. M. Goss

OAKLAND: M. A. Morfin

RICHMOND: H. R. Allen

SAN FRANCISCO: M. Croun

SACRAMENTO: L. E. Mathen

SAN MATEO: L. F. Sanders

SANTA ROSA: H. F. Ross

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CHEYENNE: A. W. Spencer

DENVER: E. F. Haght

DENVER: P. J. Opre

EL PASO: J. I. Stephens

PHOENIX: W. G. Linsaker

POCAHELLO: H. A. Etkner

PUEBLO: E. O. Palmer

SALT LAKE CITY: M. J. Talley

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Washington D. C. Sales and Service Branch

5122 Baltimore Avenue—Wardfield 7-7176

Raytown, Mo.

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BALTIMORE: S. S. Sinner

BALTIMORE: H. A. Hendricks

BOSTON: W. F. Smith

RICHMOND: N. L. Nuttall

WASHINGTON: D. C. M. R. Beers

WASHINGTON: D. C. F. A. Davis

GEORGIA

Atlanta Sales and Service Branch

1006 Arlington Ave. S.W.—Faza 8-1455

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ATLANTA: J. W. Walker

BOSTON: C. V. Lupton, Jr.

CHARLOTTE: D. F. Robinson

CHATTANOOGA: J. R. Hamilton

COLUMBIA: A. L. Barkley

GREENSBORO: L. B. Griffin

GREENVILLE: N. C. Hall

JACKSONVILLE: L. C. Henderson

KNOXVILLE: J. D. Goss

MACON: A. A. Brown

MIAMI: T. C. Harsh

MIAMI: H. C. Zacher

MIAMI: H. C. Zacher

SAVANNAH: E. I. Pylant

TAMPA: A. C. Cook

WILSON: F. O. Turner

ILLINOIS

Chicago Sales and Service Branch

P.O. Box 1000—Lincoln 1-4000

CHICAGO: R. J. Maczulek

CHICAGO: E. H. Crofters

CHICAGO: P. C. Oates

CHICAGO: A. T. Damm

CHICAGO: S. E. Goss

CHICAGO: J. W. Muncy

CHICAGO: R. T. Ware

INDIANA

Indianapolis Sales and Service Branch

8 South Keystone Avenue—Melrose 8-9996

ANDERSON: S. P. Alexander

COLUMBUS: S. D. Eder

FORT WAYNE: D. D. Legier

GARY: F. H. Jantz

INDIANAPOLIS: G. W. Hubbs

INDIANAPOLIS: W. A. Shover

LAFAYETTE: R. Vandenberg

SOUTH BEND: C. S. Clark

LOUISIANA

New Orleans Sales and Service Branch

3010 Josephine Street—Jackson 2-2618

BATON ROUGE: J. P. Blanchard

BIRMINGHAM: James C. Hart

CROWLEY: E. F. Swore

JACKSON: J. P. Downs

MOBILE: E. Kendrick

MONROVIA: J. E. Allen

NEW ORLEANS: R. A. Watts

SHREVEPORT: J. W. Berry

MASSACHUSETTS

Boston Sales and Service Branch

1040 Massachusetts Avenue—
Mission 8-7202

ANDOVER: A. H. Church

ANDOVER: E. D. McMahon

BOSTON: E. A. Dusen

BOSTON: E. T. Grigich

MANCHESTER: A. J. Lafreniere

NEW HAVEN: Anthony Lillo

ROSLINDALE: A. H. Church

WORCESTER: E. D. McMahon

MICHIGAN

Detroit Sales and Service Branch

15136 W. 7 Mile Road—Broadway 2-7360

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CADILLAC: F. J. Ruess

DETROIT: L. C. Blankenship

DETROIT: P. D. Pave

DETROIT: E. C. Blankenship

DETROIT: J. B. Papp

FLINT: R. F. Schert

GRAND RAPIDS: Jack Mielstra

JACKSON: C. J. Hall, Jr.

KALAMAZOO: R. H. Ware

PONTIAC: E. A. Walker

TOLEDO: D. T. Underwood

TOLEDO: P. H. Welch

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Minneapolis Sales and Service Branch

1871 Glenwood Avenue—Franklin 4-7383

ABERDEEN: J. W. Banks

BILLINGS: L. W. Anderson

BISMARCK: O. M. Musa

BISMARCK: O. M. Musa

DULUTH: R. G. Post

FARGO: E. C. Henderson

MINNEAPOLIS: L. I. Goff

MINNEAPOLIS: L. I. Goff

ST. PAUL: G. W. Whitcomb

MISSOURI

Kansas City Sales and Service Branch

808 Truman Road—Chester 1-5000

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KANSAS CITY: G. H. Meyer

KANSAS CITY: C. M. Branson

SALINA: R. B. Hamilton

SPRINGFIELD: D. R. Mason

TOPEKA: O. A. Shoop

WICHITA: L. C. Hartman

MISSISSIPPI

St. Louis Sales and Service Branch

543 North and South Blvd.—
Parkway 3-1297

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EAST ST. LOUIS: N. P. Fox

EVANSVILLE: E. F. B. Alton

HANNIBAL: QUINCY: J. T. Scannell

MT. VERNON: E. F. Stevens

PAIDUHAN, KY.: E. E. Sherton

PEORIA, ILL.: E. D. Parker

POPULAR BLUFF: H. L. Barnes

ROCK ISLAND, ILL.: E. D. Parker

ST. LOUIS: B. L. Edmick

ST. LOUIS: C. A. Wright

SPRINGFIELD: J. L. Parks

NEW JERSEY

Newark Sales and Service Branch

163 North Street—Piscataway 5-6131

Passaic, N. J.

ELIZABETH: J. F. Sullivan

HACKENSACK: M. O. Dell

NEWARK: A. J. DeFord

PATERSON: J. J. Talbot

PERTH AMBOY: J. Berntson

NEW YORK

Buffalo Sales and Service Branch

1431 North Street—Export 1300

ALBANY: R. C. Slater

BINGHAMTON: E. Conklin

ROCHESTER: E. R. Wolfe

BUFFALO: K. C. King

JAMESTOWN: Alan Carr

ROCHESTER: E. R. Wolfe

SYRACUSE: R. A. Leyburn

UTICA: R. A. Mastrom

New York Sales and Service Branch

30-03 Northern Blvd.—Ester 2-2955

Long Island City, N. Y.

BROOKLYN: Ray Nauck

NASSAU: J. H. Jones

NEW YORK: A. P. Gargely

QUEENS: A. J. Peace

OKLAHOMA

Oklahoma City Sales and Service Branch

513 North Western—Co 5-6138

AMARILLO: C. Spilberg

ENID: W. H. Oldfield

HOUSTON: L. S. Lashers

OKLAHOMA CITY: J. R. Gilbert

TULSA: C. G. Boser

OHIO

Cincinnati Sales and Service Branch

6871 Main Street—Locust 1-6005

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CINCINNATI: J. B. Grey

COLUMBUS: E. W. Grey

DAYTON: E. R. Haze

HUNTINGTON: H. R. Smith

LOUISVILLE: L. W. Agnew

Cleveland Sales and Service Branch

4106 Lorain Ave.—Atlantic 1-3123

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CANTON: C. E. Balough

CLEVELAND: E. E. Haze

CLEVELAND: R. A. Knight

YOUNGSTOWN: J. D. Slump

ZANESVILLE: E. E. Gledhill

OREGON

Portland Sales and Service Branch

7008 N. Interstate Ave.—Butler 5-7434

EGG HARBOR: J. W. Power

PORTLAND: R. R. Dupre

SALEM: C. J. Wolcott

PENNSYLVANIA

Philadelphia Sales and Service Branch

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CHESTER: E. G. Wood

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HORRISTOWN: A. Roubal

PHILADELPHIA: S. A. Santorini

PHILADELPHIA: D. H. Langan

READING: R. W. Yoder

TRENTON: C. Marot

WILLIAMSPORT: R. L. Sauer

WILMINGTON: J. R. Arnold

YORK: S. J. Seninsky

Pittsburgh Sales and Service Branch

740 Irvine St.—Eliot 1-1517

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PROGRAM... sets you up as never before to cash in on Engine Service



Now... only Sun gives you a program that enables you to cash in on the magic selling words of "Satisfaction Guaranteed." Your customers get it with the Expert Engine Service you perform with Sun precision equipment.

Model 510 Scope Motor Tester (left), for instance, enables you to perform all the approved tests recommended by the A.E.A. Just one package contains all the

units you need to spot trouble faster. You'll stop comebacks, increase your volume—and you'll be able to guarantee customer satisfaction.

You'll get "Satisfaction Guaranteed," too, with your Sun equipment purchase... from your Sun representative and his 5-point plan below. Only Sun can give you these extras—and only Sun gives you "Satisfaction Guaranteed."



EQUIPMENT SELECTION HELP—Your Sun representative will analyze your business and your present equipment to help you determine which models best suit your needs.



EASY PAYMENT PLAN—Your Sun man has a tailor-made purchase plan for you. He'll be able to set you up in profitable business that will actually pay for your equipment as you use it.



DELIVERY and INSTALLATION—The same Sun man from whom you buy the equipment will expedite the delivery... then organize the installation in your shop so it's right!



EQUIPMENT TRAINING—He'll train you and your men so that you can IMMEDIATELY get the full value from your equipment. He'll provide you with all the "know-how" and technical information that will make you a real expert.



MERCHANDISING and SALES AIDS—And you get more than just equipment! Your Sun representative has exciting new merchandising programs for you. The sign pictured (at right) will be seen by millions in a full-page ad in Popular Mechanics... and soon in the POST.




This colorful poster... and national consumer advertising sells you and your services to the motoring public... tells them you're the man to see for "Expert Engine Service" with "Satisfaction Guaranteed."

And new Sun magazine, "Sunrays," helps you build your business with profit-making tips.



Sun

Get the details now on why you're way ahead... with Sun! 

ELECTRIC CORP.

6331 N. Avondale Avenue • Chicago 31, Illinois

MAIL THIS COUPON

Yes sir, I'd like to learn more about Sun's new "Satisfaction Guaranteed" program, and how it can benefit me. Send me the details. (please write name and address in margin below)

Shop Sells Our Cars

(Continued from page 30)

spot the trouble. The axle spline of the right rear wheel was worn.

I cannot overestimate the value to a company of bringing back a discontented customer and just letting him talk it out with management. The magnitude of the problem disappears. Sometimes the difficulty reveals itself as trouble that has nothing to do with the repair we carried through. Isn't it advantageous to put in the clear a

grievance for which you should not be held responsible? It therefore pays to bring gripes out into the open.

Whatever time management gives pays off many times over. Postcards cost us no more than 5c a piece. Since the service manager and I are on the job anyway, there are no added labor costs. I doubt whether more than two hours of my daily time is taken up with disaffected customers. Isn't it worth it bringing back the customer's future business?

A worthy prelude we have instituted with a new-car customer is introducing him to the service manager, showing him around the shop and pointing out its cleanliness, facilities and trained personnel.

Good Service Manager

(Continued from page 32)

ruin the repeat business more quickly than poor workmanship. We may get the repeat business until the job is finally done right, then we will be lucky if we ever see him again.

Let's do the job *right* the first time. Test it to be sure we did what the customer requested done. In doing this—all things equal—they will come back for more.

Item 6. Poor customer relations: Remember, the confidence your customers have in your department is no greater than the confidence they have in the men who serve them. This being true, these men should thoroughly know the firm's customer relations policy (this should be as liberal as possible) so that they may handle complaints and adjustments fast.

Nothing can upset a customer more quickly than to be given the "run around" when he feels he has a complaint and is entitled to some adjustment on a repair bill or on a job. Keep in mind that once they leave us for another shop, they are tough to get back. So, in most cases it is best to agree with them.

Customer relations, simmered down, spells courtesy—the all-important factor when you deal with Mr. or Mrs. John Q. Public.

Look at your shop. Improve your department. The Boss will like it!

Continuing Production Seen by S-P Chief

FULL and uninterrupted passenger-car production at Studebaker-Packard Corp. will continue into the new year, according to President Harold E. Churchill.

Estimating that 1959 calendar year production of Larks and Hawks would reach 163,000 units by December 31, Churchill said approximately 58,000 of that number would be 1960 models. Vice President S. A. Skillman, general sales manager, advised the company's 2,600 dealers that Studebaker's share of the entire automobile market reached three per cent in November, the largest since introduction of the Lark.

2 TUNGSTEN IGNITION CABINETS will be won by

A Lucky Jobber!

A Lucky Dealer!

Be the Lucky One!
Ask for your FREE CONTEST CARD at the TUNGSTEN EXHIBIT!
BOOTHS 1124-1126
IASI SHOW... N. Y. COLISEUM
 Write for Catalog

TUNGSTEN CONTACT MANUFACTURING CO., INC. North Bergen, N. J.

THE ROCHESTER-GM SERVICE LINE OFFERS *MORE* NEW WAYS TO PICK UP SERVICE PROFITS!



SELL THE SERVICE LINE THAT'S GOING PLACES FAST!

There's sales potential in every car or truck that stops at your place of business—with one or more of the fast selling items in the expanding Rochester-GM Carburetor Service Line. Here's the Service Line that gives you extra sales . . . extra profits. And it assures customer satisfaction . . . backed by the world's largest maker of original equipment carburetors. Order today from your nearby UMS distributor. Rochester Products Division of General Motors, Rochester, New York.

In December, this fast-moving Rochester-GM Service item will be sold to your customers in colorful, full page ads in *Popular Science*, *Popular Mechanics* and *Mechanix Illustrated* magazines. Watch for it!

NEW KLEANOUT KITS



For Fast Factory-Approved On-the-Car
Carburetor Clean-Outs

BT-3 TUNE- UP



Balanced tune-up three ways . . . Save time with recommended procedures and materials for top-quality tune-ups.

CARB-AIRATOR



New hot idle compensator fits all cars; cures stalling due to excessive underhood heat. Quickly, easily installed.

NEW UNITS



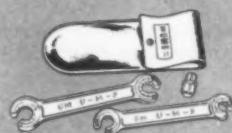
Up-date your customer's fuel system with original-equipment quality replacements for better performance.



CARBON-X CHEMICALS

Researched, tested and recommended by America's number one carburetor manufacturer for any car or truck.

SPECIAL OFFER



Ask your UMS Distributor about this valuable wrench set! Available only with your Rochester-GM Service Line order.

MASTER KITS



Just the right parts to perform top-quality off-the-car carburetor overhaul. You waste no time, no parts.

X-77 FUEL SYSTEM CONDITIONER



Clean and condition fuel systems of any car with this four-way tank additive. Priced for quick sales and profits.



America's
number one
original equipment
carburetors

ROCHESTER CARBURETORS

Lloyd F. Jones of Loyd Jones Chevrolet Co., Inc., Demopolis, Ala., is pictured here with fellow officer-graduates of the "Golden 50th Session" of the Chevrolet Dealers Sons School at Detroit. Graduating with Jones, who is president, following instruction by company department heads on modern merchandising and management, were: Carl C. Hailey of Charlotte, N. C., treasurer; Davis H. Chapman, overseas vice president; Henry C. Vorwald of Whiting, Inc., secretary, and Lee S. Ogilvie, Baltimore, vice president.



Buy Used Car? NO!

(Continued from page 34)

model, about what we wanted in body style and an exceptionally clean car, judged by its paint, for there was not a scratch or a smudge of consequence thereon.

We drove it a few blocks and liked it. We arranged to take it for an afternoon on the next Sunday. From the dealership it was driven directly to the home of a friend, a considerable mechanic in his own right and a good judge of horsepower. He spent some time looking it over and driving it and in the end concluded that, with 9,000 miles on it, a buyer couldn't go very far wrong at \$3,200. On the way home after this appraisal, to pick up the domestic partner, there seemed to be something amiss with the car's riding qualities. This resulted in a personal check of tire pressure, with a personal pressure gauge, with these findings in pressure:

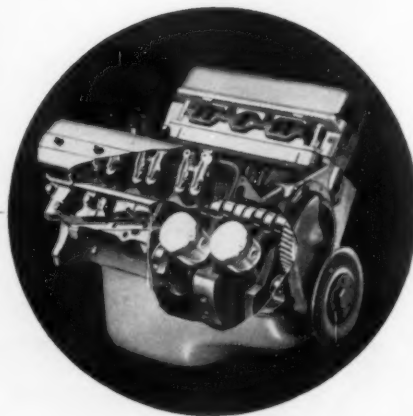
Right front tire, 18 pounds; left front tire, 35 pounds; rear tires, pressure in the low 20's for tires with specified pressure of 26 or 28 pounds. So, after adjusting tire pressure with a personal air supply, we went for the shake-down ride and the appraisal that really counts, the one resulting from concentrated attention to the flaws, if any, and the little things that annoy or distract this particular pair of drivers.

After this shake-down ride of some duration, this observer sat down and compounded a list of about 15 objectionable items, exclusive of unequal tire pressure when the car was delivered for demonstration.

It should be specified that all visible indications verified as approximately correct the 9,000 miles shown by the odometer. It could

INSTALL REMANUFACTURED ENGINES

OVER 200 NEW—OR
RECONDITIONED PARTS



REMANUFACTURING
OPERATIONS GENERALLY
PERFORMED

NEW ENGINE GUARANTEE—NEW POWER—SAVE ON REPAIR BILLS—MORE MILEAGE PER GALLON

new! JUMBO-SIZE POSTER...

tells why remanufactured engines are tops in quality
...how they assure peak performance. Lists all new
or reconditioned parts used...lists all remanufac-
turing operations. It's durable, hangs anywhere...
will tell and SELL for years!

Muskegon Piston Ring Company, Muskegon, Michigan

have been turned back 10,000 miles, for the front mats had been removed. However, the brake pedal showed little if any wear and the spare tire matched the four on the ground, which were good, indicating original rubber, for in buying a second set of tires, the owner would hardly buy five. Furthermore, it was obvious the spare had never been out of the trunk.

But, with some brief explanation, here is the list of more than a dozen objectionable features:

The air-conditioner fan blew

air, but the compressor was not functioning. The windshield washer did not work. Idling speed was so high that the entire car vibrated and crawled, even on an ascending incline. The doors rattled. There was one squeak in the steering column and another in the brake pedal. Breather caps were dirty and so was the air cleaner filter element. There was an unidentified noise in the engine and, on acceleration, there was labor vibration. This car obviously needed a lubrication, the shift indicator was out

of alignment and the directional signals did not function as they should. There was obvious need for a new set of spark plugs.

A number of these items were of minor nature, it is readily admitted. But—the more of them that were minor increased the degree of negligence in this dealership in not conditioning the car before putting it on demonstration. At least from our viewpoint. And these minor matters sowed and harvested, all in one short afternoon, some dark suspicions about what could not be seen and checked. There was mystery here, and we were not inclined to invest money in mystery.

How long since the oil had been changed? It wasn't too clean.

And the oil filter element?

How much brake lining was left?

What about the universal joint and the front-wheel bearings, the front-end, the A frame and the headlights?

There's a Big Mystery

This was an afternoon drive, remember. And then there was a big mystery. The former owner had returned the car to the dealership where it had been purchased, explained simply that he could not pay it out, left the car and left town. Since he had very little service at the dealership there was no history of this automobile to be had.

After delivering the car back to the dealership, this observer asked the salesman-friend if the dealer had a reconditioning policy on used cars. Oh, yes, he said, just about anything needed would be fixed. After enumerating a number of the objectionable features found by this observer, it was pointed out that the dealer's reconditioning policy didn't seem to be functioning.

The salesman-friend sort of laughed.

"Oh, yes, it functions all right," he assured us. "Only trouble is this dealership has the cart before the horse when it comes to reconditioning a used car. They fix it up all right, but not until it is sold."

It must be submitted here that such a used-car reconditioning policy does not appear to be very effective. Especially at a time (in November 1959) when used cars were reportedly moving slow in this area, in spite of the new-car shortage.

And as far as this dealer is concerned, such a cart-before-the-

Yes Sir!

My parts and labor profits have doubled since I posted this!

Get this hard-hitting poster to work in your shop and you'll see how easy it is to double your parts and labor profits, too, while you triple your shop capacity. When you "INSTALL RATHER THAN OVERHAUL," you realize twice the profits from overhauls with related sales and installation of clutches, points, plugs, etc. It takes just eight hours to install . . . compared to 2½ days for a complete major overhaul. You require less space, too, since you have fewer parts, thus enabling you to handle up to three times as many jobs. And, remanufactured engines are *guaranteed for you* by the rebuilder. Hundreds of new parts and precise rebuilding and inspection assure top performance . . . stop profit-consuming come-backs and free adjustments so prevalent with overhauls. Investigate today! Write for details on the valuable, new poster plus the fact-filled booklet, "INSTALL RATHER THAN OVERHAUL."



"INSTALL RATHER THAN OVERHAUL" . . . tells why remanufactured engine sales are increasing . . . tells how you can double profits, triple capacity. Write for your free copy now!





New million-dollar plant of Big Four Industries at Maineville, O., is situated 22 miles northeast of Cincinnati and directly across the road from the farm where its chief executives, Vern and Arch Hildebrandt, president and secretary-general manager, respectively, were born and reared. Of authentic Williamsburg architecture, the plant is 200 feet square with 9,000 square feet in the two-story section which houses the offices. Vern Hildebrandt started the operation in 1944 as the Big Four Carbide Tool Co. It became Big Four Industries in 1945.

WANTED

**DEALERS FOR THE NOVI DELUXE
AUTOMOBILE AIR CONDITIONERS**



NOVI No. 1 **QUALITY
PERFORMANCE
PRICE**

Superior Cooling

**Beautiful Design Advanced Engineering
Greatly Reduced Installation Time**

Adapter kits packaged and sold separately for greater flexibility in sales. Five Novi warehouses assure fast delivery and lower inventory investment.

90 DAY WARRANTY ON PARTS

**SPECIAL
DEALER
PRICE**

\$182⁵⁰

Complete with clutch
Federal Excise Tax
included.

F.O.B. nearest Novi warehouse

NOVI SALES AND SERVICE CO., INC.

WAREHOUSES: 2501 South Grand Avenue, Los Angeles, Calif. • 2112 West 7th Street, Fort Worth, Texas • 2932 Troost Avenue, Kansas City, Missouri • 20830 Coolidge Hwy., Detroit, Mich. • 190 Fourteenth St., N.W., Atlanta, Ga.

For information, write Novi Sales and Service, 20830 Coolidge Hwy., Detroit, Michigan

horse reconditioning policy did him lasting harm in the esteem of this observer. Perhaps a lot of people will buy such non-conditioned used cars, but in the case of this observer, confidence in this dealer suffered. And failure to recondition that used car, in all possible respects, may have cost the dealer a new-car sale. One of his '60 models was demonstrated, but we decided against it. It is possible that in a subconscious way, we were a bit gun-shy of that dealership as a result of the used-car demonstration related. But that is strictly an afterthought.

We might have bought that '59 used car for \$3,200, had it been as clean in operation as in appearance. But now this observer and his domestic partner are back on the beam they have followed for so many years. No used cars for them. They are waiting for the '60 model of their choice.

Dodge Promotes Butcher, Formerly of Texas

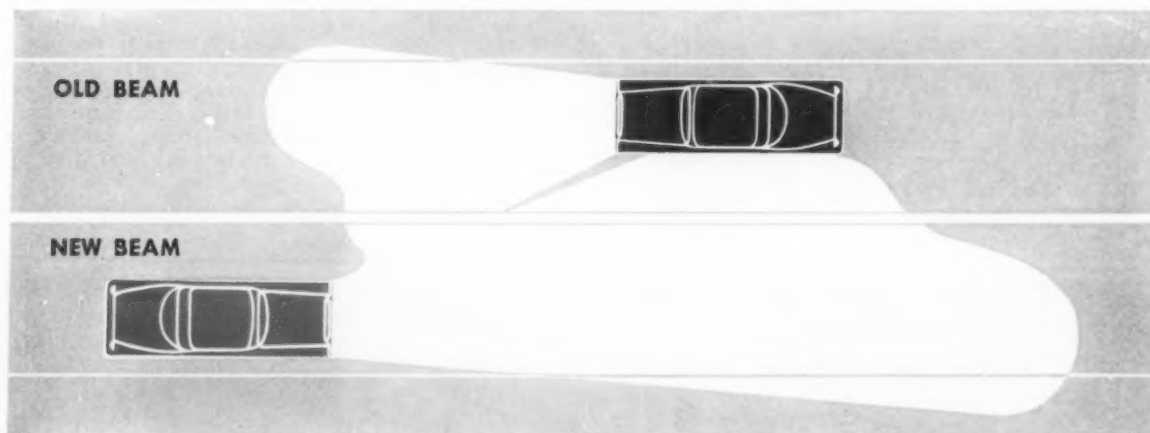
PROMOTION of Paul E. Butcher to national dealer placement manager for the Dodge Division of Chrysler Corp. has been announced by Dodge General Sales Manager John B. Naughton.

Butcher joined Chrysler in May 1955 as Plymouth district manager in Dallas after five years in a sales capacity with another manufacturer. A year later he was named business management manager for the Dallas region. In January 1958 he became Dodge dealer planning and placement manager for Chrysler in the Atlanta zone and later the same year was promoted to assistant dealer placement manager for the Southern area. Most recently he had been Dodge area dealer placement manager.

More Than 50 Million Two Headlamp Cars need **Vision-Aid Headlamps** with

SPOTLIGHT LOW BEAM

**Greater visibility against oncoming
lights makes night time passing safer for all
two headlamp cars and trucks!**



Old Range of low beam in old-type 7-inch headlamps is no longer adequate. As vehicles approach, the opposing headlights create a glare that tends to cancel out the visibility of both

drivers—causing a critical “blind spot” during passing.

New TUNG-SOL 6000 series spotlight low beam concentrates more light farther along the right side of the road, away from oncoming lights... provides better visibility in critical passing zone. Even against “brights” more light gets through. Passing is accomplished with far less eye strain and hazard. In effect, spotlight low beam headlamps bring more of the four-headlamp efficiency to all two-headlamp cars.



6-V PASSENGER CAR **6006**

12-V PASSENGER CAR **6012**

12-V HEAVY DUTY **6013**

SELL

TUNG-SOL®
THE COMPLETE LIGHTING LINE

Automotive Products Division
TUNG-SOL ELECTRIC INC., NEWARK 4, N. J.

Off to Good Start

(Continued from page 43)

headlamp cable terminals.

3.—Poor contacts in lamp switch.

4.—Low or discharged battery.

5.—Battery plates badly sulphated.

6.—Improperly grounded sealed beam socket.

7.—Faulty battery ground (sealed-beam units burn out quickly).

8.—Faulty generator or regulator action.

9.—Faulty circuit breaker.

10.—Intermittent short circuit or ground in wiring assembly.

11.—Loose connections at ammeter or light switch.

Generator inoperative:

Causes:

1.—Regulator improperly adjusted or faulty.

2.—Regulator not grounded.

3.—Regulator contacts oxidized or burned.

4.—Loose or dirty connections or broken wires in external circuit.

5.—Loose fan belt.

6.—Generator commutator glazed or dirty.

The automatic choke (Figs. 6 and 7):

Automatic choke system:

When a cold engine is being started, much of the fuel discharged by the carburetor is unable to vaporize during its travel to the combustion chamber until sufficient heat is developed in the intake manifold to maintain a homogeneous mixture for efficient combustion. Therefore, a much larger quantity of fuel is supplied to compensate for this lack of vaporization when starting and operating a cold engine.

When closed, the choke plate provides a high vacuum above as well as below the throttle plates (primary plates on a four-barrel carburetor). With a vacuum above the throttle plates, fuel will flow from the main fuel system as well as from the idle fuel system, bringing about the extremely rich fuel mixture necessary for cold-engine operation.

The carburetor choke shaft is linked to a thermostatic choke control mechanism mounted on the main body.

A bi-metal thermostatic spring in the choke housing controls the position of the choke plate. When the engine is cold, the thermostatic spring, through attaching link-

age, holds the choke plate in a closed position. When the engine is started, enough air is drawn through the spring-loaded choke plate valve to enable the engine to operate and prevent flooding.

As the engine continues to operate, manifold vacuum, channeled through a passage on the bottom of the main body to the choke housing, draws air from the engine compartment through an air heater tube in the intake manifold heat chamber or from the exhaust manifold heat chamber. The amount of air entering the choke housing is controlled by restrictions in the air passages in the carburetor.

The warmed air enters the choke housing and heats the thermostatic spring. The tension of the thermostatic spring gradually decreases as the temperature of the air from the heat chamber rises, allowing the choke plate to open. The air is exhausted into the intake manifold.

When the engine reaches its normal operating temperature, the thermostatic spring no longer exerts an opposing tension on the choke plate. The air velocity acting on the offset choke plate as

NEW!

McQUAY-NORRIS

SLO-CHROME



well as manifold vacuum acting below the choke plate forces it to the full-open position.

A baffle plate, situated in the choke housing, controls the speed of temperature rise in the thermostatic spring housing. Small holes in the plate pass the heated air directly onto the thermostatic spring at low temperatures when the choke plate is closed.

As the temperature rises and the choke plate opens, the baffle plate moves and the heated air is directed onto the spring by an alternate longer route which slows up the rate of temperature rise.

When the spring allows the choke plate to be fully opened, the heated air is passed directly onto the spring and out of the choke housing by the shortest route. The thermostatic spring thus remains heated and the choke plate remains fully open until the engine is stopped and allowed to cool.

The fast-idle cam pick-up lever actuates the fast-idle cam during choking. Steps on one edge of the fast-idle cam contact the fast-idle stop screw which permits a faster engine idle speed for smoother running when the engine is cold.

As the choke plate is moved through its range of travel from the closed to the open position, the pick-up lever rotates the fast-idle cam. Each step on the fast-idle cam permits a slower idle rpm as engine temperature rises and choking is reduced.

During the warm-up period, if the engine should reach the stall point, due to a lean mixture, manifold vacuum will drop considerably. The tension of the thermostatic spring then overcomes the lowered vacuum and air velocity acting on the choke plate, and the choke plate will be moved toward the closed position, providing a richer mixture to help prevent stalling.

The linkage between the choke lever and the throttle shaft is designed so the choke plate will partially open when the accelerator pedal is fully depressed. This permits unloading of a flooded engine.

The malfunction of any of the above parts will prevent a "Good Start."

Car buyers have shown they want to patronize efficient shops. We can make it easier for them to help meet our payroll!

Ralph E. Fisher Retires As Eaton Vice President

RETIREMENT of Ralph E. Fisher on Dec. 31 as vice president in charge of sales has been announced by Eaton Mfg. Co.

A veteran of 40 years in the automotive parts-making field, Fisher joined Eaton in 1936 as sales manager in the Bumper and Stamping Division. He was elected a corporate vice president in 1954. He left the teaching profession in 1919 to join the J. G. Spring Co. of Kalamazoo, Mich., which was later acquired by Houdaille-Hershey Co. Fisher continued with the latter firm as automotive sales representative in the Detroit office until he joined Eaton.

Allison Dies in Houston

Samuel W. Allison, 38, vice-president and general manager of Hightams Cadillac Co., Houston, Texas, died recently. A hero of World War II, Allison rose to the rank of lieutenant commander in the Coast Guard. He won the Silver Star and the French Croix de Guerre for bravery in action during the Normandy invasion.

SLO-CHROME MEANS OPERATING ECONOMY

SLO-CHROME—exclusive with McQUAY-NORRIS—is a special, unhurried plating process whereby dense, fine grain chrome is carefully applied to assure immediate and permanent oil control. SLO-CHROME is more expensive to produce than other types of plating, yet costs you no more. SLO-CHROME is used on all steel rails, and on top chrome rings.

SEVEN WIPING EDGES

The famous Leak-Proof piston ring set (including the outstanding "400" oil ring) has seven (count 'em) wiping edges. No other ring set has so many wiping edges to save your customers gas and oil.



THEY STAND OUT
BECAUSE
THEY STAND UP!

McQUAY- NORRIS

CHROME CONTROL

LEAK-PROOF®

PISTON RINGS



Looking over the sign that soon will be seen at garages all over Alabama are officers of the Independent Garage Owners of Alabama (l. to r.): Frank Pierce of Montgomery, secretary-treasurer; Charles Kemp, Jr., of Birmingham, first vice president; H. G. House of Tuscaloosa, second vice president; Walter Boyette of Montgomery, president, and H. B. Erb of Mobile, who is third vice president. Curtis Frizzell (not shown) is executive director.

Alabama Garagemen Elect Boyette; More Transistorized Cars Foreseen

A ONE-DAY meeting of the Independent Garage Owners of Alabama took place in Montgomery last month, at which Walter Boyette of Montgomery was chosen president, succeeding James Mitchell of Birmingham.

Meeting on Sunday to avoid closing shops, the group heard Frank Johnston, sales manager of Birmingham Electric Battery Co., tell about the new transistor ignition system expected soon to replace the coil and condenser on cars. Johnston said automobiles would be 50% transistorized within two years and urged the garagemen to begin study of all available material to be able to service the new system.

Bill Braham, publicity director of the state chamber of commerce and executive director of the Alabama Travel Council, told how the state is going all out to increase its \$110,000,000 tourist business.

A tourist, he said, is "worth more than a bale of cotton and a darn sight easier to pick." He added, "I am sure it will be good news to you garagemen to know that the largest percentage of the traveling

McQUAY-NORRIS

"CUSTOM-CRUSH" BEARINGS



PERFECT
SADDLE FIT

3300 EK

public use automobiles for their travel."

Boyette said, "I am looking forward to the Alabama IGO working closely with all franchised dealer garages. All of us must strive to do the very best job possible, with the safety of the motorist uppermost in our minds at all times. We will use only first-line merchandise on all automobile repairs."

The motoring public is looking for a dependable trade mark for automobile repair, Frizzell told the gathering. "If you garagemen will treat the motoring public fair," he said, "always do a good job and keep out the unscrupulous operators as members, you can write your own ticket to success for the Alabama IGO."

"A recent survey by *Look* magazine shows only 54% of the nation's family automobile repair business is being done by the independent and the franchised dealer garages. The remaining 46% is being done by places that do not have the facilities nor the knowledge to do a proper job."

The national convention of the IGOA will be held July 7-9 at the Dinkler Plaza Hotel in Atlanta and may attract 500 persons.

"Shopping Center" Plan Developed by Chevrolet

A NATION-WIDE program to impart a modern automobile "shopping center" atmosphere to dealers' used-car lots has been developed by Chevrolet Motor Division.

The project—result of 18 months of study of outdoor display—seeks to provide a more attractive business setting, as well as to afford greater uniformity in the identification of Chevrolet used-car sales operations.

Brilliant, simplified signs, a wide use of plastics and stainless steel in lot border valances are incorporated in the presentation. Particular attention has been paid to lighting. To eliminate the Chinese lantern pattern of many used-car lots, the company introduced a vertical shield of ballpark-type, shadowless illumination.

According to Ed Cowan, Jr., Chevrolet national used-car manager, the "shopping center" idea is the most progressive step in used-car retailing in several years.

"All too frequently," Cowan said, "the second-hand car shopper is made to feel like a second-class

citizen. He is distinctly not that. In our business he buys twice as many units as the new-car customer and we owe him major attention in our market planning.

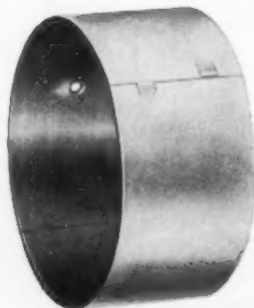
"It may not be practical to house large, fast-moving used-car stocks in buildings, but at least we can offer the prospect well-lit, well-organized places to do his buying."

To launch the promotion, Cowan called into Detroit the zone used-car managers from all over the country, giving each a sample case containing quarter-inch scale models of all shopping center properties.

Tulsa Dealers Pick Riggs

Luther Riggs of Luther Riggs, Inc. (Imperial-Chrysler-Plymouth-Valiant), is the new president of the Tulsa (Okla.) Automobile Dealers Association, succeeding Harold Cashion of Cashion Pontiac. Other officers are Don Coffin of Fred Jones Ford, vice president, and Jim Richardson of Richardson, Inc., secretary-treasurer. Directors are John Byers of Mid-West Chevrolet and George Stunkard of Greenlease-Ledterman.

NEW! CUSTOM-CRUSH* MEANS PERFECT SADDLE FIT, TOTAL HEAT TRANSFER



CUSTOM-CRUSH is just one of the many features that make McQuay-Norris Bearings stand out. Longer engine life, less down time are assured. CUSTOM-CRUSH means perfect saddle fit, complete heat transfer.

* THE SPECIAL McQUAY-NORRIS CRUSH ALLOWANCE AT THE SPLIT LINES ASSURES PERFECT SADDLE FIT.

ORIGINAL PRODUCTION BEARINGS HAVE A UNIFORM AMOUNT OF CRUSH BECAUSE ALL PARTS ARE NEW. REPLACEMENT BEARINGS SHOULD HAVE A SPECIAL CRUSH AT THE SPLIT LINES TO COMPENSATE FOR SADDLE WEAR AND DISTORTION.

NEW!

McQUAY NORRIS "Alum-lined" engine bearings are available for late model engine applications.

MORE THAN 6400 NUMBERS of all types—a bearing for every need.



TIME SAVERS

Replacing Reverse Band On Jaguar Transmission

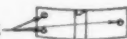
THE Xk-150 Jaguar automatic transmission reverse band is situated in the front section of the transmission and transmission must be removed to replace the band. This requires seven hours labor.

Since anchor brackets on the band are spot-welded and often



SPOT BACK HERE—

DRILL THREE $\frac{3}{8}$ " HOLES—



break, necessitating replacement of the band, we have found that by drilling three $\frac{3}{8}$ holes in brackets they can be electric-welded back in place through the holes. We slip a piece of wet asbestos between the band and the drum during welding to prevent damage to the drum.—Wade Gantt, Shop Foreman, Hickory Motor Sales (Dodge-Plymouth), 345 1st Avenue, S. W., Hickory, North Carolina.

Replacing Studebaker Distributor Screw

TO MAKE unclamping and setting of timing much easier on the 1959 Studebaker V-8 engine, I replace the hex head screw that clamps the distributor onto engine

with an allen head screw, since the hex head is in a tough spot to reach.

I believe this idea could apply to many other engines that have the distributor situated toward the rear of the engine.—Frank M. LaGrange, 2234 Westwood Drive, Marion, Indiana.

Controlling Head Gasket Leakage Safely

TO CONTROL head gasket leakage safely on cars with the head and block surface flat, spray both sides of the gasket with aluminum paint.

We spray on one coat and allow it to dry, then spray on another coat—on each side of gasket—and install gasket and head while

...AND ALL OTHER McQUAY-NORRIS PARTS IN THE
COMPLETE LINE ALSO HAVE SPECIAL FEATURES
SPECIFICALLY DESIGNED FOR REPLACEMENT USE

McQUAY- NORRIS



GOT A GOOD \$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga. Rejections cannot be returned.

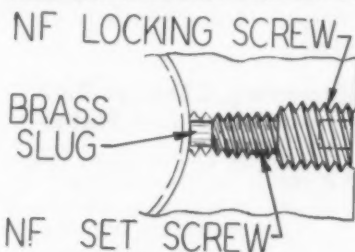
paint is still wet. This really works.—James D. Martin, Service Manager, Jack Hughes Motors (Ford), 100 E. San Antonio, San Marcos, Texas.

Making Permanent Lock Of Two Set Screws

WHEN we encounter parts of farm automotive equipment which persist in loosening at the

set screw that holds them—even though the set screw is locked by following it with another—we make a “never-loosen” repair.

Since it seems that two set screws of the same size locked together by jamming one against the other loosen because both screws



move at the same rate, we use two of different diameter and thread pitch. The small set screw has standard NC threads, while the larger locking screw behind it has NF threads. A small brass slug is used under the first screw if there are threads to be protected.

Screw size combinations should be chosen so the smaller screw can enter its hole without having to be forced through the outer threads. For example, we use a 7/16" NF screw to lock a 3/8" NC, or a 9/16" NF on top of a 1/2" NC.

—S. Clark, Stanley Clark Service, Box 2162, East Bradenton, Florida.

Removing Pistons In Chrysler Cars

PISTONS are often difficult to remove from the blind front-wheel cylinders on Chrysler-built cars and blowing them out with the pedal is very messy. We have found an easy way:

Insert the business end of a good pair of snapping pliers into the open end of the piston and spread them tightly. Piston can then be easily worked out with pliers.—Victor McGee, c/o Bedwell & Cole Auto Service, 310 South 7th Street, Mayfield, Kentucky.

Replacing Elbow Hose On Chrysler Cars

A MOLDED rubber elbow-type hose used on some Chrysler water-cooled carburetors—'54 De Soto, for example—apparently cannot be purchased. However, a perfect replacement can be made with a piece of standard heater hose of correct length.

Insert a piece of coil spring to prevent hose from collapsing. It



.. ENGINE AND CHASSIS PARTS

EXAMPLES:

- McQuay-Norris aluminum alloy pistons have beefed-up heads to stand up under modern high compression operation, and cam-ground skirts to provide constant clearance for quiet operation and oil control.
- McQuay-Norris idler arm assemblies are produced to extremely close tolerances, then are size-grouped to give even closer control of tolerances, thus assuring snug fit and smooth operation.

They stand OUT because they stand UP!

McQUAY-NORRIS
Manufacturing Co.

ST. LOUIS
TORONTO

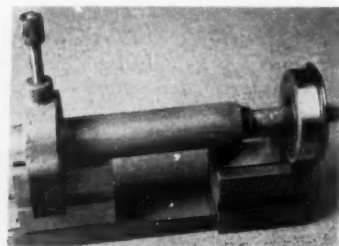


works fine.—John J. Ricketts, Bradfield Bros. & Schwartz Garage, 4800 Belair Road, Baltimore 6, Maryland.

Simplifying Bearing Job By Expanding Race

IN CASES where ball bearings are to be mounted on a shaft with an interference fit, the inner race can be expanded slightly by use of an electric soldering iron. Expansion will permit the bearing to be assembled onto the shaft without resorting to driving or pressing, which often damages the bearing if it is not done expertly.

Various supporting arrangements for the bearing and soldering iron are possible. For example, a pair of "V" blocks can be used



to hold the iron and bearing in alignment. With this arrangement, the tip of the soldering iron is approximately centered in the bearing bore but does not touch metal. Usually only a few minutes of heating is necessary.—H. J. Gerber, Assistant Professor, Oklahoma State University, Stillwater, Oklahoma.

Removing Chrysler-Built Commutator End Plates

GENERATOR commutator end plates on Chrysler-built cars with power steering pump mounted on generator are difficult to pry off because of the bearing situated in the plate.

To remove plate quickly and easily, first remove the bolts holding the generator together and then remove power steering pump coupling. Thread a 1/4" USS bolt 1/2" long tightly into the armature shaft. With someone holding the generator, use a square-end punch on bolt head to drive the shaft from end plate and bearing. A few taps with the hammer are usually enough. —Everett May, Wells Motor Company, Inc., 417 Main Street, Pikeville, Kentucky.

To Cure Wheel Cover And Hub Cap Noises

A CURE for all wheel cover and hub cap noise, squeaks, whistles, drumming, etc., can be made with a strip from an old inner tube—2" long and 1" wide—folded together.

Pry wheel cover open at valve stem sufficiently to insert rubber halfway under cover. Next, pry cover up across from valve stem on straight line and insert same size rubber as at stem. With very sharp knife or razor blade, cut tube flush with wheel edge so that the rubber will not be seen. Job is done and so are the noises.

—Forrest Duke, 514 Orange Street, Hot Springs, Arkansas.

Buick Gets Olds Engineer

Lowell A. Kintigh, formerly assistant chief engineer for Oldsmobile, has been named chief engineer for Buick Motor Division, succeeding Oliver K. Kelley, who was appointed technical assistant to the general manager of the newly-created Defense Systems Division of General Motors. Kintigh joined GM in 1929.

JUST WHAT YOU ASKED FOR



LIST

\$7.50

each

ADJUSTABLE HEAVY DUTY LOWER BALL JOINT TAKE-UP KIT for 1955-57 CHEVROLET

Champ-Items No. 199 Adjustable Heavy Duty Lower Ball Joint Take-Up Kit - a positive take-up - holds wheel alignment - nylon bearing for minimum friction. Easy to install - can be adjusted to take all play out of lower ball joints. Keeps lower ball joint in socket at all times. Eliminates ball socket play. Designed to require only a short time for installation.

ORDER FROM YOUR JOBBER



CHAMP-ITEMS, INC. 6191 Maple Ave., St. Louis 30, Mo.



Giving his pitch, Dodge's top salesman, Jack Rutledge of Columbus, Ga., is graded on the five steps of his sales presentation as he tries to induce a customer to buy a Dodge Dart. So persuasive was he, said Dodge Sales Promotion Manager Richard L. Shugg (seated, acting as the customer) "that I almost bought another one."

Dodge's Top Salesman Is from Georgia

WHAT is a topnotch automobile salesman?

He's about 37 years old, married and the father of three children.

He graduated from high school and chances are he went to college for a couple of years.

He's a veteran of military service and he's active in civic or church affairs.

He has been an automobile salesman for about eight years but probably got his first sales training in another field.

And he has worked for only one automobile dealership.

These are conclusions reached in interviews with the 18 regional finalists in a recent nationwide salesmen's presentation contest conducted by the Dodge Division of Chrysler Corp. Nearly 4,000 Dodge salesmen in all parts of the country participated in the competition.

Contestants' showroom presentations were judged in five categories covering all major features of the 1960 Dodge cars. The regional winners were flown to Detroit for the contest finals, which were judged by five prominent sales and automotive executives. The grand award was an expense-paid trip to California and an appearance Dec. 12 on the Lawrence Welk television show.

The ages of the 18 finalists range from 23 to 48. Only two are bachelors. All are high school graduates. Twelve have attended

college but only two received a degree. Those who went to college majored in a wide variety of subjects but the emphasis was on business — economics, finance, business administration, accounting and merchandising. Two majored in engineering and another in history.

Fifteen are veterans of military service and five served as officers — one as a lieutenant colonel, three as captains and one as an ensign in the Maritime Service.

Three have been salesmen for more than 20 years but three others have been selling for less than six months. The average length of time the 18 have worked as salesmen is 11 years — the average as automobile salesmen, eight years. Thirteen of the finalists have worked in only one automobile dealership; three in two dealerships and two in three dealerships.

Almost all of the 18 are active in civic or church affairs. Many hold important positions in their organizations. One is a worthy master of a Masonic Lodge, another is a worthy patron in the Order of Eastern Star, another is past exalted ruler of an Elks Lodge. One is chief of a volunteer fire department. And a New York winner is a scout for the Philadelphia Phillies.

Virtually all have hobbies of some kind — golf, hunting, fishing, bowling, photography, woodwork, music, baseball. A Virginia sales-

man coaches football as a hobby. A New Yorker goes deep sea fishing and holds a charter boat captain's license. One flies airplanes and another races midget cars. A Californian studies child psychology as a hobby and a Wisconsin salesman says, "My hobby is selling Dodge cars and trucks."

The national winner of the contest, Jack Rutledge of Columbus, Ga., comes close to being the "average" salesman among the 18 finalists. He's 39 years old, married, the father of three children. A former Army captain, he has been a car and truck salesman for The John A. Pope Motor Co. for ten years. He graduated from high school and attended the University of Georgia Columbus Center. He's bass soloist in a Baptist church choir and songleader in the Lions Club.

Commenting on the results of the survey of the 18 finalists, J. B. Naughton, Dodge general sales manager, said, "The main conclusion to be drawn is this: The best salesman in the automotive field today is usually the man who has had college or business training, who is genuinely interested in people and who is well thought of in his community. Invariably, such salesmen are not only successful but also contribute a great deal to the stature of their profession."

The various car factories are constantly conducting programs to better equip salesmen.

"Henry! I thought you were going to have that fixed!"



SOUTHERN AUTOMOTIVE JOURNAL



This is a portion of the audience at the annual Prestone anti-freeze and chemical sales clinic held recently at the City Armory in Staunton, Va., sponsored by National Carbon Co. and Coiner Parts Co. The event attracted approximately 600 customers, according to Charles E. Kennard, manager of Coiner Parts.

12 Southerners to Get Studebaker Plaques

TWELVE Studebaker-Packard dealers in the South who have completed from 15 to 35 years of association with the corporation and are being presented plaques are:

Thirty-five years—W. Scott Fox Motor Co., Fulton, Mo.; Brazos Motor Co., Bryan, Texas; 30 years—McAllen Motor Co., McAllen, Texas; 25 years—Maxey and Donnelly Motor Co., Inc., Nashville, Tenn.; 20 years—Zellner and Howard, Inc., Forsyth, Ga.; Pittard Motor Service, Warrenton, N. C.; Reynolds Motor Sales, Inc., Clinton, N. C.; Valley Service Station and Garage, Aztec, N. M.; Beach Motors, Temple, Texas; 15 years—R. E. B. Blanton, Inc., Richmond, Va.; Victory Motors, Savannah, Ga., and Bevan Motor Co., Hutchinson, Kan.

Fort Worth Dealers Reelect Sam Fleming

SAM W. Fleming of Sam Fleming Buick Co. has been reelected president of the New Car Dealers Association of Greater Fort Worth (Texas), the first president in the association's 33-year history to achieve this distinction.

Elected to serve with Fleming were Jack K. Williams of Dumas Milner Chevrolet Co., first vice president; Jack J. Baggett of Ernest Allen Motor Co., second vice president, and Basil Roper of Texas Motors, secretary-treasurer.

Directors include Tom Abbott, Jr., of Frontier Pontiac, Carl Aldenhoven of Southwest Chevrolet Co., Moorman Meador of Meador Olds and H. B. Ransom of H. B. Ransom Motor Co. Abbott, Aldenhoven and Ransom are past presidents of the association.

Anderson Dies in Port St. Joe

Victor R. Anderson, 45, owner and manager of St. Joe Motor Co., Port St. Joe, Fla., died last month.

NEW!



Dual-Purpose PATCHES for Tubes and Tubeless Repairs

Cold Vulcanizing... Quick... Safe... and PROFITABLE!

Made by new cushion-gum formula to provide sure adhesion and permanent repairs. Chemical vulcanization permits use either hot or cold. Round and oblong patches in sizes for every need. Packed in dispenser cartons. Metal service cabinet available, complete with patches, buffers, stitcher and solvent.



Write for catalog

MONKEY GRIP

The World's Best

P. O. BOX 6170

SALES CO.

DALLAS 22, TEXAS



NEW!

These 3 tools
will help you make
20 easy dollars
in 40 short minutes

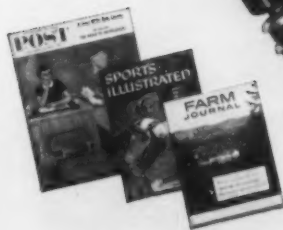
What a job these three tools will do when you go to work with them! The Nut-Cracker, Offset Nut-Cracker, and Stem Extender will cut down on removal time and installation time as much as 33 1/3 %. These new Briggs time-savers are the talk of the trade. They make it possible for you to do more jobs and cash in more fully on big shock absorber dollars in the biggest shock market in history. Remember: the best shock absorber your customers can buy is the best shock absorber you can sell. Briggs is best. So sell big—sell Briggs. Get all the facts and figures from your NAPA Jobber on how you can pocket 20 easy dollars in 40 short minutes!

—and BRIGGS furnishes
SALES HELPS
to help you sell

All the dope on how to check, where to spot bad shocks. Easy-to-follow installation instructions on all types for all cars and light trucks. Plus all the promotion material that pays off big—Catalog, Window Streamers, Counter and Window Displays, Check Tags, Stuffers, and a hard-hitting national advertising program that becomes local advertising for you in three popular magazines—The Saturday Evening Post, Sports Illustrated, and Farm Journal.

4 popular brands:

IMPERIAL Adjustable
STANDARD Regular Duty
BRIGADIER Heavy Duty
ADJUSTABLE BRIGADIER
Heavy Duty



BRIGGS

Join the Parade of Profits...

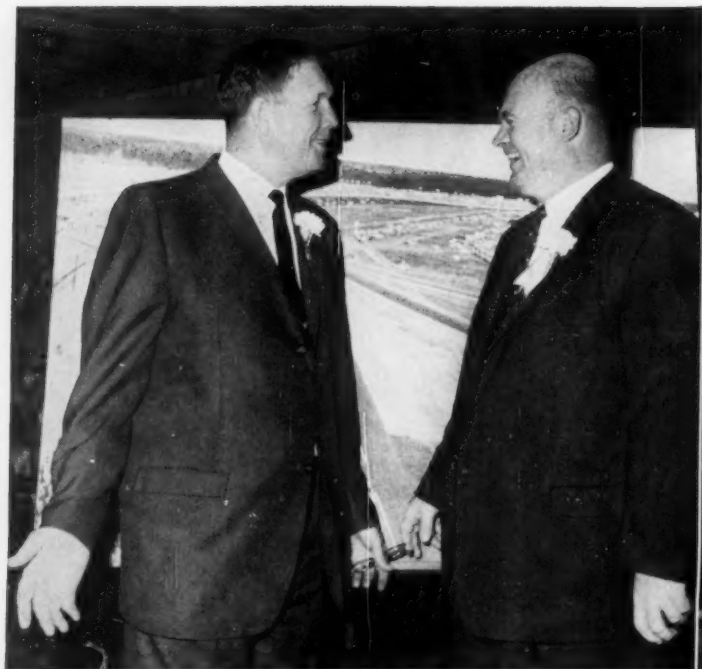
cash in on the NAPA Parade of Parts in POST

SHOCK ABSORBERS

The Briggs Shock Absorber Co., Cleveland 15, Ohio



NASCAR



Mr. William H. G. France, NASCAR president, and Mr. Robert H. Davies, Autolite president, discuss plans for the Autolite NASCAR program.



Late model stocks roar around north side of the high-banked Daytona International Speedway. The pit access road is shown at the right along with tele-sign and garage area.



Aerial view of the three-million-dollar two-and-a-half-mile Daytona International Speedway, showing 45-acre lake in center of the infield with Municipal airport in background. The track has already been established as the world's fastest with new record speeds for stock cars, speedway cars and sports cars.

WELCOMES AUTOLITE



Sensational photo finish of the 500-mile NASCAR International Sweepstakes race at Daytona International Speedway, February 22, 1959, showing how Car No. 42 nosed out Car No. 73. Car No. 48 was a lap behind at the finish.

Autolite will participate in the Daytona Speed Weeks and at NASCAR sanctioned events throughout the country

Here's the biggest promotional boost yet for Autolite Spark Plug Dealers everywhere! Now Autolite Spark Plug Dealers will be able to capitalize on the intense excitement and interest generated by a sport that attracts more spectators than professional baseball, including the World Series.

Autolite will begin active participation in NASCAR with the 11th Annual NASCAR Safety and Performance Trials and the 2nd Annual Daytona International Speedway Winter Classics, January 30 through February 14. Autolite will participate

in all NASCAR activities at Daytona Beach, Florida, and at NASCAR sanctioned events across the nation. In the limelight will be cars equipped with Autolite Spark Plugs.

Autolite NASCAR prizes, plus a series of special regional trophies, will dramatize the leadership of Autolite Spark Plugs in 1960 and for years to come. And with each award the Autolite Spark Plug Dealer can be sure that Autolite NASCAR participation is building sales for him!

THE ELECTRIC AUTOLITE COMPANY • TOLEDO 1, OHIO



AUTOLITE® SPARK PLUGS

Says President of Rebuilders:

Bright Skies Shine Ahead

By R. R. "DICK" NEIL, JR.

President, Automotive Parts Rebuilders Association

IN 1952 the rebuilding business started on the upgrade and has continued to increase each year. The future certainly looks bright.

How this industry has expanded and some things to be considered by anyone contemplating entering this industry might be of interest



The author has been in the parts-rebuilding industry for two generations, starting first in Columbia, S. C., and later moving to Nashville, Tenn., where he operates Neil Parts Rebuilders, Inc. The industry he represents is now doing more than a quarter of a billion dollars a year in volume, it has been estimated, and is rapidly expanding. The annual convention of APRA at New Orleans last October drew an attendance of 1,100 persons.



IT TAKES
BOTH
TO DO THE
BEST

AUTOMOTIVE
SANDING
AND FINISHING



"DA"
DUAL
ACTION

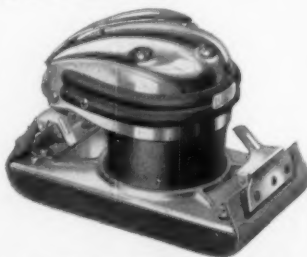
Unexcelled for sanding prime coats, surfacer, or putty; for scuffing old finishes to remove oxidized paint or gloss. Because of its unusual action, abrasive paper cleans itself. Jobs which required wet sanding can be done dry. To appreciate the "DA" you must use it. We offer a special abrasive kit, with a "Joan" sander. Try the Model "DA" air driven sander in your own shop. Write for complete information, today.

"MITY-MIDGET"

Most popular air-driven sanding machine on the market today... excellent feather-edger. "Mity-Midget" is an orbital action block sander... made by the originators of orbital action. Its speeds can be varied from 4000 to 6000 rpm depending on the finish desired and abrasive used. Weighs only 4 pounds, yet has 25 square inches of abrasive area. Write for new literature, today.



NATIONAL-DETROIT, INC
ROCKFORD, ILLINOIS



to readers of SOUTHERN AUTOMOTIVE JOURNAL.

In 1918 a soldier from the northern part of the United States came home from World War I. He had been in the repair division of the Army in France and had learned to rewind armatures by hand. With his three brothers he started an armature-rewinding shop in his father's kitchen, and from this humble beginning has emerged one of the largest generator-, starter- and armature-rebuilding companies in the United States.

In 1928 a young man walked into an automotive machine shop in the South and offered to start to work for nothing until he could learn enough to be worth something to the business. (His starting pay was \$1 a day.) After working four years as a machinist, he went on the road as a salesman for this company and there he saw a need for the rebuilding of certain automotive units. So in 1935 he started his own business with two employees. From this small beginning, his business has grown slowly and surely into a small, compact and successful firm.

In the early 1930's in the West a service station operator with a brake shop in the rear started rebuilding all types of automotive units, and now this company is one of the largest of its kind in the world, employing between 350 and 400 people.

These stories are not only true, but could be applied to the beginning of 95% of the rebuilding firms in the country today.

In the early days of the rebuilding industry, being a machinist or mechanic was as necessary to success as was Daniel Boone's marksmanship in his conquest of the frontiers. But in the future I see a vast change, although personal knowhow will always be an asset. Our suppliers have taken most of those problems off our shoulders with special-built equipment and component parts, manufactured almost exclusively just for the rebuilder.

The rebuilder grew up during World War II and continued a good business through 1948. Then, due to the lack of motor vehicle manufacture during the five-year war period, cars aged three to ten years old disappeared from the highways. During this period many rebuilders disappeared from the scene. Most of the rebuilders who had been in business for some time before and during the war had built a solid foundation of good customers and were able to weather the storm.

Hit the Upgrade in '52

In 1952 the rebuilding business started on an upgrade and has continued to increase each year. Now we rebuild parts on the very latest models without having to wait for them to become three to ten years old.

During our convention and trade show in New Orleans last October, I was asked the question:

"Is this a good business for the young man to go into?"

In my opinion he has three major problems confronting him to start with:

- 1.—He must have the knowhow.
- 2.—Each unit that is rebuilt requires a \$20,000 to \$50,000 investment.
- 3.—If he has the money and knowhow, his next need will be customers—and the rookie has always had a hard time ousting the pro.

The future certainly looks bright, but I believe the manufacturer will continue to try to produce throw-away units. But it is my observation that when a unit is too cheap to rebuild, it is usually inferior and will not do the job in the first place.

The next ten years we will have plenty of business, but it will be necessary to equip for more production in order to hold down the overhead and make a profit.

S-P Moves Woods, Mister

G. E. Woods, formerly Studebaker-Packard zone manager at Memphis, Tenn., has been named Cincinnati zone manager. He is succeeded in Memphis by J. W. Mister, formerly assistant manager for the South Bend, Ind., zone.

Melbourne Floridians Elect

W. A. Fordyce, Jr., of Fordyce Chevrolet-Cadillac, Inc., has been elected president of the Melbourne

(Fla.) Automobile Dealers Association. Jim C. Martin of Martin Pontiac, Inc., is vice president and Elliott C. Newell of Newell Motor & Equipment Co. (Ford-Fiat), secretary-treasurer.

Paul Johnson Dies in Missouri

Paul G. Johnson, Sr., of West Plains, Mo., chairman of the Missouri Automobile Dealers Association insurance trustees committee for four years, died at his home. He headed the association in 1951.

CAMEL
Coolie
IS
THE
COOLEST!

KING SIZE
Man-size single seat for added year 'round comfort.

REGULAR SIZE
Large, popular size that fits everyone in any car.

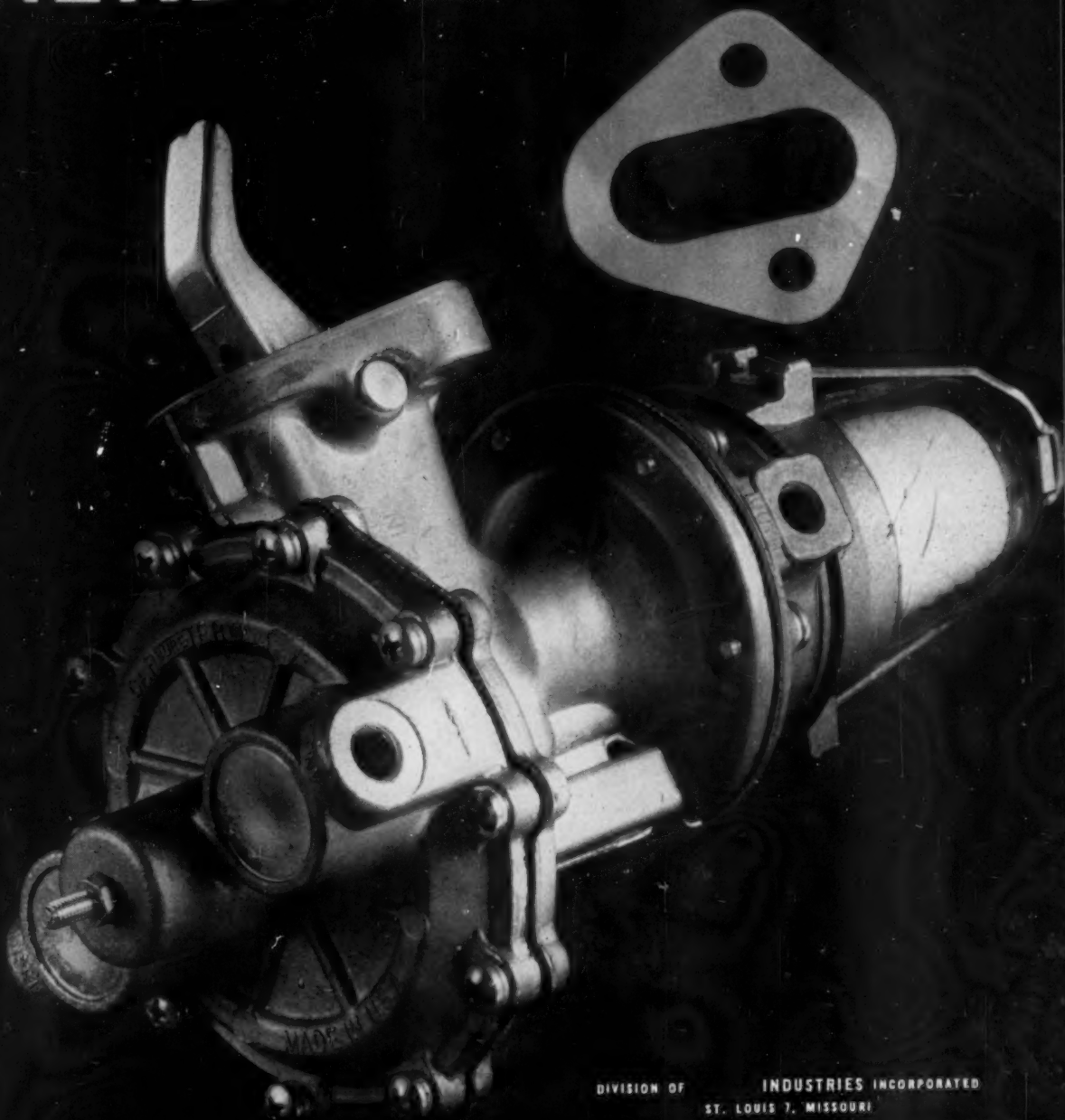
FULL SEAT
Fullest ease for 3-passenger arrangement. Family size for front and back seat comfort.

Resilient coil springs, locked-in, stand up under constant wear. Coils, 1 1/4" diameter, the industry's largest, assure maximum air circulation. Treated to resist rust. Snug custom tailoring of superb plastic coated fabrics assures utmost wear. All sizes in both Stripe or Tweed Patterns available in Red, Blue, Green, Black.

WRITE FOR DETAILS:
H. B. EGAN MANUFACTURING COMPANY
MUSKOGEE, OKLAHOMA TORONTO, CANADA

Introducing the
CARTER Zip PUMP
*a complete new line of
Quality Plus Fuel Pumps*

HERE'S WHAT'S IN IT.



DIVISION OF

INDUSTRIES INCORPORATED
ST. LOUIS 7, MISSOURI

FOR YOU!

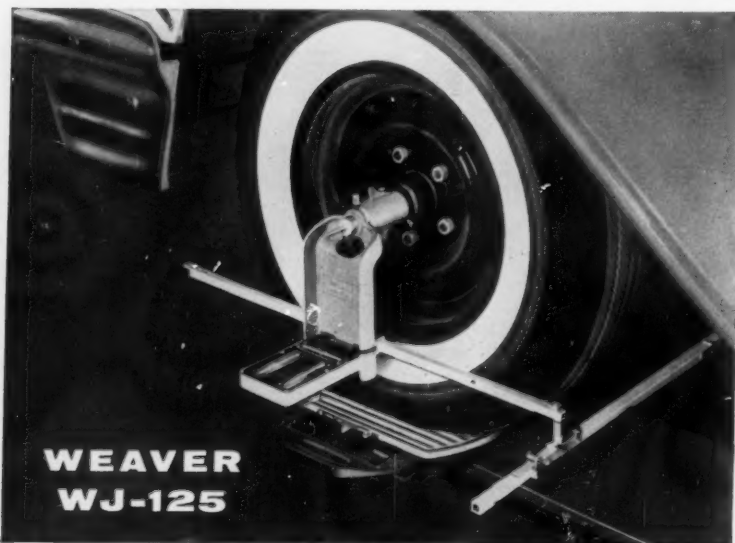
CARTER **Zip**
PUMP
NEW
and improved

MORE OUTSTANDING FEATURES! Yes, more features than you can find on any other fuel pump. The only real progressive changes made in fuel pumps in 27 years were made by Carter. For example, the Carter Zip-Pump is cast of modern lightweight aluminum instead of zinc—for extra strength and more heat resistance. The weight difference alone will surprise you. And our 'rolling loop' scalloped diaphragm gives motorists maximum protection against vapor lock. There are other outstanding features such as the 'sliding shoe' that prevents wear of the pump lever or the cam on the cam shaft. Call your Carter supplier *today* and get the complete story on the finest fuel pump available anywhere.

CARTER
CARBURETOR



Jack Rutledge (center) salesman for John A. Pope Motor Co., Columbus, Ga., won out over 3,915 other Dodge salesmen in a nationwide contest to determine the best showroom presentation to car buyers. He will receive an all-expense trip with his wife to California, where he will repeat his presentation on the Lawrence Welk TV show. Shown here are (l. to r.): Hanley Taylor, Detroit Dodge dealer; John B. Naughton, Dodge general sales manager, who helped judge the competition; Rutledge; Paul J. Landry, vice president of Commercial Credit Corp., another judge, and Dodge General Manager M. C. Patterson.



WEAVER WJ-125

LOW COST WAY TO MAKE HIGH WHEEL ALIGNMENT PROFITS

You can add a new profit-making operation at low cost with this Weaver WJ-125 Alignment outfit. It's compact, requiring minimum space, and is simple to operate, yet is highly accurate. Precision 3-Way gauges give fast, sure readings for Camber, King-Pin Inclination, Caster—all measured from the spindles. The other gauges in the outfit check toe and turning radius. Set up a wheel alignment department now—and add extra income.

HERE'S WHAT THE WJ-125 INCLUDES:
Two 3-Way Alignment Gauges
One Pair of Turning Radius Gauges
One Tru-Way Toe Gauge
One Portable Wheel Alignment Tester

Additional equipment can be purchased as operations expand. See your Weaver jobber today for full information on Weaver Alignment Outfits, or write us for Bulletin SA-486.



WJ-54 Alignment Equipment Display Stand illustrated above is not included with WJ-125 Outfit, but may be ordered separately.



WEAVER

WEAVER MANUFACTURING COMPANY, SPRINGFIELD, ILL., U.S.A.
Division of Dura Corporation (Formerly Detroit Harvester Company)

*** COMPLETE LINE—AND NO ONE BUILDS IT BETTER THAN WEAVER**

See us at I.A.S.I. Show-Booths 2238-2248

SERVICE SHOP EQUIPMENT
SINCE 1910

50 YEARS SERVING AUTOMOTIVE SERVICE INDUSTRY

Complete line includes: Twin Post Lifts • Triple Post Lifts • Frame Type, Roll-On and Free-Wheel Single Post Lifts
Unit Lifts • Bumper Jacks • Car Washers • Wheel Alignment Equipment • Headlight Testers • Brake Testers
Wheel Balancing Equipment • Jacks • Wheel Dollies • and Air Compressors.

Arkansas Dealers Slam Deceptive Advertising

A RESOLUTION condemning "misleading and deceptive" advertising climaxed the 25th annual convention of the Arkansas Automobile Dealers Association recently in Hot Springs.

The legislative committee was called on to prepare legislation providing penalties for violations which will be presented at the 1961 General Assembly.

"There is a minimum of absurd and outright untrue advertising in Arkansas," said Executive Vice President George H. Benjamin of Little Rock. "The purpose of the resolution is to keep it that way."

Hendrix Lackey of Mountain View is the new association president. Other officers are Charles Wiygul of Osceola, first vice president, and Fred S. Balch, Jr., of Little Rock, treasurer. Benjamin was reelected executive vice president. Regional vice presidents are Verl Hudspeth of Harrison, W. R. Weaver of Jonesboro, Wayne Chitwood of Hot Springs and Walter Jennings of Little Rock.

Governor Orval Faubus and Benson Ford of Ford Motor Co. addressed the almost 400 delegates and visitors.

Crawford Mfg. Moves Kansas Facilities

CRAWFORD Mfg. Co., Inc., Richmond, Va., has moved its western plant from Kansas City to a modern, one-story building in Emporia, Kan., erected especially to manufacture the firm's products.

The 100,000-square-foot plant is situated on 11 acres, has ample parking area and is convenient to rail and trucking outlets.

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

**Help yourself to free literature
and more details on any prod-
ucts mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on parts, equipment, accessories or services, just insert the appropriate key numbers of the New Product or Booklet listings in which you are interested. For more information on advertisements, just indicate the page number on which it appears.

Be sure to print or write legibly your name and address—drop it in the nearest mail box and

SAJ pays the postage!

(This card not valid after 90 days.)

JANUARY 1960

Send me these FREE Catalogs and Bulletins . . . Fill in numbers

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I want details on these New Products . . . Fill in numbers

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Send more information on following advertisements

(List page No. Also company name if more than one ad on page)

My Name Position

Company Name

Type of Business

Street

City Zone State

JANUARY 1960

Send me these FREE Catalogs and Bulletins . . . Fill in numbers

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I want details on these New Products . . . Fill in numbers

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Send more information on following advertisements

(List page No. Also company name if more than one ad on page)

My Name Position

Company Name

Type of Business

Street

City Zone State

**These cards
can help
you get
valuable
information**



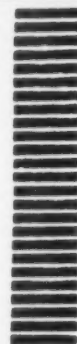
BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Automotive Journal

806 PEACHTREE ST., N. E.

ATLANTA 3, GEORGIA



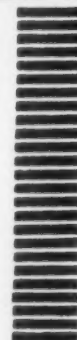
BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Automotive Journal

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as an field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

106 CAP MERCHANDISER—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connerville, Ind.

108 1957 EDITION OF 12 VOLT ELECTRIC EQUIPMENT FOR PASSENGER CARS—Contains description of 12-volt automotive electrical equipment used on 1957 model cars, giving special emphasis to the new external adjustment type distributor and the enclosed shift lever type cranking motor. Recommendations for periodic servicing, checking and adjusting of the charging, starting and ignition systems are discussed. Special section devoted to trouble shooting of 12-volt electrical equipment. Technical Literature Section, Delco-Remy Div., Anderson, Ind.

112 SOUND SLIDE FILM—entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

114 32 REASONS FOR OIL CONSUMPTION—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

117 AUTOMOTIVE ELECTRICAL EQUIPMENT CATALOG #D-200—Applies to automobiles, trucks, trailers, farm and industrial equipment. New 64 page catalog covers entire field of automotive switches, connectors, wiring accessories, etc. Voltage ratings are clearly specified in large type for all switches, and other units. Cole-Herscoe Co., 20 Old Colony Ave., Boston 27, Mass.

118 BRAKE SERVICE GUIDE—Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411, Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

122 TIRE RETRUEING—An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retreating right on-the-car. Explains method using most advanced truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

125 STANDARD DUTY GENERATOR REGULATORS—A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

127 HYDRAULIC BRAKE FLUID SERVICE—HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

130 VALVE CATALOG—A new 168 page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., 200 Elm St., Battle Creek, Mich.

133 CATALOG NO. 56—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 MOOG RINGLINER—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, 6650 Easton Ave., St. Louis 14, Mo.

137 DELCO-REMY ELECTRICAL SERVICE—A 20-page 8½x11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

138 PLUG CHECK—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Toledo 1, Ohio.

139 AIR COOLED ENGINE VALVES—A complete 8-page & cover catalog of valves for air-cooled engines and locks, first offered by any replacement valve manufacturer. Lists replacement valves for leading manufacturers of engines used for powering lawnmowers, garden tractors, mixers, conveyors, pumps, combines, industrial engines, refrigeration units. Rich Mfg. Corp., 200 Elm St., Battle Creek, Mich.

140 PRESSURIZED COOLING SYSTEM—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connerville, Ind.

141 MOOG STREAMLINER CATALOG—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

142 1958 MUFFLER CATALOG SUPPLEMENT—Lists high efficiency mufflers and dual exhaust equipment for each model of 1958 cars. Grand Automotive Products, 2055 N. Ruby St., Melrose Park, Ill.

144 RADIATOR SERVICING EQUIPMENT—A new 48-page book "Blueprint For Profits" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebraska.

146 HAND CRIMPING TOOL—Descriptive circular. Strips and also crimps Rajah terminals to ignition cable. The Rajah Co., 35 Verona Ave., Newark, N. J.

149 TIRE & TUBE REPAIR MATERIALS are listed in this new 13-page catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P. O. Box 6147, Dallas, Texas.

154 BLUEPRINT FOR PROFIT—A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb.

156 BONDO PLASTIC FIBERGLASS PASTE DIRECTION FOLDER—8 pages of easy-to-follow, how-to-do a better body repair job with this "miracle body filler that hardens like rock." Easily, quickly and conveniently applied. Bondo permanently restores surfaces "like new" for automotive, marine and industrial repairs of metals, wood, stone and concrete. Bondo Div., Jaycee Chemical Corp., 1104 Forest Road, Northford, Conn.

162 BONDO SERVICE BOOKLET—ILLUSTRATED—Describes in complete detail application and uses of plastic-fiberglass filler for the auto body repair—showing different types of repair work and advantages and how to save time on body work. Bondo Div., Jaycee Chemical Corp., Northford, Conn.

163 TIRE TOOL CATALOG—Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 788 E. North St., Akron, Ohio.

164 AIRTEX FUEL PUMPS—New and rebuilt fuel pumps. Catalog AX-70. Airtex Automotive Div., Inc., Fairfield, Ill.

166 CYLINDER HEAD STOCK REMOVAL CHART—A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

167 1958 HEADLAMP & SERVICING GUIDE—Includes information on following: 4 headlamp systems, aiming instructions, installation instructions, servicing directional signals, lamp specifications on all domestic & foreign cars and trucks. Tung-Sol Electric, Inc., 95 8th Ave., Newark, N. J.

HELPFUL BOOKLETS FREE!

- 172 A-1919 FUEL PUMP SHOP MANUAL**—Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. D. Dwyer, AC Spark Plug Div., Flint 2, Mich.
- 173 HYDRAULIC PARTS** — Complete master catalog of the complete line of Els hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1967. Els Automotive Corp., Middletown, Conn.
- 174 OIL SEAL POSTER** — second in a series to help you better understand the value of oil seals and the need for replacing with new seals. The colorful 9" by 12" posters are done in cartoon strips for easier reading and have several illustrations showing importance of tight seals to good vehicle braking. Chicago Rawhide Mfg. Co., Service Sales Div., Elgin, Ill.
- 176 AXLE SHAFT GUIDE**—Valuable free guide gives causes and preventions of axle shaft failures. The U. S. Axle Co., Inc., Pottstown, Pa.
- 177 FROSTEMP AUTOMOTIVE AIR CONDITIONER**—Full color brochure featuring Frostemp—the newest name in automotive air conditioning. Industries, Inc., 1041 Foch St., Ft. Worth, Texas.
- 180 THE LAMSON NO. 56-A AUTOMOTIVE CATALOG**—Completely revised, illustrated reference book of fasteners used daily by automotive maintenance men including Plated Cap Screws and Nuts—Brass Nuts, Expansion Plugs, Assortments, Brake Lining Fasteners, Bumper Bolts, Tapping Screws, Flat and Lock Washers, Truck Wheel Studs, Stove Bolts, Cotter Pins and many other items. List prices, dimensions and carton quantities are given. Lamson & Sessions Co., 5000 Tiedeman Rd., Cleveland 9, Ohio.
- 185 SERVICE ENGINEERING BROCHURE** — A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.
- 188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DB**—Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Gauges, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.
- 193 WIRE & CABLE CATALOG**—A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.
- 194 TWIN POST LIFT WHEEL ALIGNMENT OUTFIT**—Illustrated 8-page catalog, shows how this equipment does not limit floor space, shows how anyone can do wheel alignment and points out fast reading advantages. Weaver Mfg. Co., Springfield, Ill.
- 195 1958 SALES "PORTFOLIO"**—Contains catalog sheets on YANKEE'S new "Duet Series" Mirrors, Boat Trailer Lamps and Water Ski Mirror, All-Chrome Truck Mirrors, mirrors for foreign and sports cars, and other service items. Kalamazoo punched for filing. Yankee Metal Products Corp., Norwalk, Conn.
- 196 AIR COMPRESSOR CATALOG**—Twenty-page catalog gives detailed instructions on how to select a compressor. Also includes specifications and information on various types of compressors, components and accessories. Ask for Catalog No. 734-2, Weaver Mfg. Co., Springfield, Ill.
- 198 SERVICE JACK CATALOG PAGE**—Model WA-66, 1½-ton and 1½-ton service jacks are fully described. Light weight of these models makes them ideal for road service trucks and away from shop service. Includes complete specifications. Weaver Mfg. Co., Springfield, Ill.
- 199 20-TON CAPACITY FLOOR JACK CATALOG PAGE**—Fulfills need for floor type jack with greater capacity than has been previously available. Includes specifications on construction, capacity and service. Weaver Mfg. Co., Springfield, Ill.
- 200 FREE WHEEL LIFTS AND ROLL ON LIFTS CATALOG PAGES**—Two pages give dimensions, capacity and other pertinent information about these two Weaver products. Weaver Mfg. Co., Springfield, Ill.
- 201 TWIN POST LIFT ADAPTER REQUIREMENTS**—Gives definite instructions on which adapter is needed for various passenger car models. Adapters described are required for all 1957 model cars. Weaver Mfg. Co., Springfield, Ill.
- 203 COOLING SYSTEM CARE BULLETIN** is designed for posting in the service station to guide station attendants in preparing cars for summer driving. During the hot vacation months, cooling system care is vitally important to the car owner and can be a most profitable service for the station operator. Warner-Patterson Co., 600 S. Michigan Ave., Chicago, Ill.
- 205 HOW TO INCREASE ENGINE LIFE** 90%—Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filter—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 16, R. I.
- 206 THE SERVICE STORY ON SHOCK ABSORBERS**—Handbook points out that one of every four cars on the road is in need of some kind of shock absorber service. It illustrates proper servicing procedures, including importance of periodic inspection of shock absorbers on air suspension cars. It is designed to simplify shock absorber installations. United Motors Service Div., 3044 W. Grand Blvd., Detroit 2, Mich.
- 210 COLUMBUS SHOCK ABSORBERS**—Complete catalog of Luxury-Ride and Velvet-Ride lines, including type needed for front and rear of each make, year and model car—plus numerical parts listing, installation, bushings and washer information. Heckethorn Mfg. & Supply Co., Dyersburg, Tenn.
- 213 SHOCK ABSORBER CATALOG NO. 320-T-A** — A 16-page listing by numbers or by makes — shock absorbers for every automotive need — passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.
- 214 THE WHYS AND HOWS OF VOLTAGE REGULATORS**—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.
- 218 BASIC SLEEVE ASSEMBLY SETS**—New illustrated catalog describes profit features and technical advantages together with specific set numbers and exact applications of BASIC MATCHED SETS for all popular makes of tractors and trucks. Basic Sleeve Associates, 2816 Commerce St., Dallas 26, Texas.
- 222 "WHAT PRICE QUALITY"**—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.
- 224 AIR CONDITIONING FOR FOREIGN CARS**—Pamphlets give all specifications on air conditioning units for the MG-"A", Renault and Volkswagen. Each unit custom designed and fitted. Arctic-Kar, 3922 Kalloch Drive, Dallas, Texas.
- 225 THE "CAMEL COOLIE" VENTILATED SPRING CUSHION** four color catalog page is now available. This newest product is hailed by the industry as a welcome addition to the Camel line. H. B. Egan Mfg. Co., Muskogee, Okla.
- 226 OIL LEAK DETECTOR** — Bulletin shows how hooking up the bearing oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure—one for cars, one for larger truck engines. Federal-Mogul Service, 11031 Shoemaker, Detroit 13, Mich.
- 228 ENVELOPE STUFFER**—describes in detail the starting fluid, fire extinguisher, spot remover and penetrating oil now available from Spray Products Corp., P. O. Box 584, Camden 1, N. J.
- 231 TUNE UP BOOKLET**—20-page booklet answers such questions as "What should engine tune-up do?" and "Where to start." Also includes explanation fuel system, carburetor and a check-list for a complete engine tune-up. Form 3759. Advertising Department, Carter Carburetor Div., ACF Ind., 2840 N. Spring Ave., St. Louis, Mo.
- 233 HOW TO AVOID AXLE SHAFT FAILURE**—Wall chart shows how to avoid axle shaft failures in passenger and commercial vehicles. It pictorially presents the common faults responsible for most axle shaft breakdowns, dividing them into two categories, mechanical faults and human faults. The U. S. Axle Co., Inc., Pottstown, Pa.
- 235 THE TRUTH ABOUT TUBELESS TIRE REPAIR**—Booklet based on 200,000 actual on-the-road test miles. Explains in detail the things that happen to a tubeless tire when it is punctured and describes the only safe, sure method of repair. By reading this booklet and making the repairs as described in it, you can guarantee that your patch will last the life of the tire. H. B. Egan Mfg. Co., P. O. Box 1406, Muskogee, Okla.
- 241 BRAKE SERVICE MANUAL** — A 16-page booklet giving complete instructions on servicing and installation of brake shoe assemblies in domestic and foreign passenger car and truck brake assemblies. Imco Mfg. & Sales Co., 10 E. Lafayette Ave., Baltimore 2, Md.
- 242 AUTOMOTIVE LINES** — 4-page booklet lists all of the Solder Seal chemical tools, giving part numbers, size, case contents, list and dealer prices. Radiator Specialty Co., 1400 W. Independence Blvd., Charlotte 8, N. C.

ANOTHER BLUE STREAK
SECRET SERVICE TIP FOR YOU.

SHERLOCK McKANICK and MIKE

"A Case of
BOY MEETS COIL"



CONTACT POINTS • REGULATORS • SWITCHES • COILS • CONDENSERS • WIRE AND CABLE

HELPFUL BOOKLETS FREE!

- 244 SPARK PLUG INSPECTION CHART**—Form No. M-1433—A full color chart that can be tacked or taped up onto walls showing both normal and abnormal appearance of spark plugs plus tips on how to get top performance from spark plugs. The Electric Auto-Lite Co., Toledo, Ohio.
- 255 TOOL CATALOG "W"**—112 pages gives pictures, description and specifications of the complete Snap-On Tool line of merchandise. Snap-On Tools Corp., Kenosha, Wis.
- 262 OIL FILTER SELLING AIDS**—Wix-O-Matic, the guide to extra profits in oil filter service sales. A revolutionary merchandising concept featuring minimum, controlled inventory, guaranteed sales, perpetual stock control, Dial-O-Matic cartridge selector, cartridge installation charge guide, dealer franchise, plus choice of two eye-catching, money making merchandisers—floor cabinet or wall rack. Ask for brochure giving complete details. Wix Corp., Gastonia, N. C.
- 263 "WHAT'S UNDER THE HOOD?"**—24-page illustrated booklet names and locates all the components under the hood of average car. Tells what each is, what it does and what attention the motorist should give it. Written with realization of importance of women as primary buyers of automotive maintenance. Wix Corporation, Gastonia, N. C.
- 264 TIRE VALVES, EQUIPMENT AND TOOLS**—Complete jobber catalog describes the entire line; giving numbers, descriptions, packaging and weight of each item. Acme Air Appliance Co., Inc. 205 Newman St., Hackensack N. J.
- 265 TIRE VALVE WALL CHART**—Comparison chart shows application of tubeless tire valves by car name. Also shows the interchange stock numbers of other manufacturers. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N. J.
- 266 COMPRESSOR CATALOG**—16-page catalog gives full details on the complete compressor line, including specifications, diagrams, uses. Champion Pneumatic Machinery Co., 825 N. Pleasant St., Princeton, Ill.
- 268 HI-PRESSURE WASHERS**—4-page brochure gives specifications, description and uses of the washers offered by Champion Pneumatic Machinery Co., 825 N. Pleasant St., Princeton, Ill.
- 271 AUTOMOTIVE CHEMICALS**—8 page catalog gives description of each item in the Permatex line giving uses, parts numbers and sizes. Permatex Co., Inc., 300 Broadway, Huntington Station, New York, N. Y.
- 274 NEW WHEEL SERVICES**—Catalog lists 11 new wheel alignment and balancing services and is said to be the most complete catalog of its kind in the industry. The 20 page catalog describes and illustrates all of the new Bear equipment. Bear Mfg. Co., Rock Island, Ill.
- 275 PISTON RING**—16-page booklet contains a description of the Modern Power features of Ramco Piston Rings complete with illustrations. Ramsey Corp., P. O. Box 513, St. Louis 86, Mo.
- 278 HOW TO CONTROL THE HEAT OF TODAY'S HOT HORSEPOWER**—OF1112—This 8-page booklet in a concise and easily read manner explains the basic principles of pressure cooling systems. E. Edelmann & Co., 2332 Logan Blvd., Chicago 47, Ill.
- 279 POSITIVE SEAL**—OF1134—This 12-page booklet in a whimsical fashion outlines the operation of the pressure cooling system and gives the service trade service information. E. Edelmann & Co., 2332 Logan Blvd., Chicago 47, Ill.
- 283 CARBURETOR WALL CHART**—Three color 17" x 22" trouble shooter chart locates the sources of seven common types of carburetor trouble and gives specific causes and remedies. Hygrade Products Div., Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.
- 284 "HOOFBEATS"**—A complete assortment of engineering bulletins covers practically all problems encountered in today's engines, and the proper care and maintenance to prevent or overcome these problems. Mustang Engine Div., 315 International Road, Garland, Texas.
- 285 "INSTALL RATHER THAN OVERHAUL"**—A booklet designed to show dealers, independent repair shops and installing shops the many benefits resulting from the installation of rebuilt engines. Write Muskegon Piston Ring Co., Muskegon, Mich.
- 288 LOTION-TYPE SKIN CLEANER**—Illustrated brochure gives you six pages of instructions on how you can cut hand-cleaning time and help prevent dermatitis. Gojer, Inc., Box 991, Akron, Ohio.
- 289 CREME HAND CLEANER**—8 page booklet contains illustrated information on how you can save 75% on clean-up costs and safeguard employees against dermatitis and other painful skin irritations. Includes listing of other cleaning preparations, money-saving dispensers, and convenient brackets. Gojer, Inc., Box 991, Akron, Ohio.
- 290 IMPACT COLOR FILM**—15 minute color and sound film shows a car dropped from over 500 feet in the air to prove the impact resistance and holding power of their Plastik fillers. The impact was equivalent to a car crashing into a wall at 120 mph. Showings are available through your local jobber. Write to Unican Plastics Co., Inc., 915 Hartford Pike, Shrewsbury, Mass.
- 291 IMPACT RESISTANCE OF AUTO-BODY FILLERS**—6 page 2 color brochure shows actual film clips of a startling impact test. A car was repaired with Plastik autobody fillers, lifted to a height of 525 feet by a helicopter and dropped. Inspection after the drop proved Unican Plastik's tremendous holding ability. Unican Plastics Co., Inc., 915 Hartford Pike, Shrewsbury, Mass.
- 292 A 12 PAGE FOLDER**—covering the remarkable flexibility of Plastik J-10. Makes use of both cartoons and actual photos to show the flexible properties of J-10. Unican Plastics Co., Inc., 915 Hartford Pike, Shrewsbury, Mass.
- 294 WIRE AND CABLE**—Catalog No. 3, a new 24-page book covering a complete line of automotive electrical wire and cable products for automobile, marine and mobile home requirements is available upon request from Del City Wire Co., Inc., P. O. Box 2464, Oklahoma City, Okla.
- 299 SELLING RING JOBS**—8 page folder entitled "The Sealed Power 4-Way Check Plan" shows you the essential points necessary for successful ring jobs. Will greatly assist you in doing a better selling job with customers. Sealed Power Corp., 500 Sanford Ave., Muskegon, Mich.
- 305 DUAL-PURPOSE TIRE REPAIR PATCHES**—Illustrated catalog describing new Self-Vulcanizing Dual-Purpose Patches. Metal dispenser cabinet for shop use—patches packed in handy dispenser cartons. Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.
- 306 NEW FRICTION TAPE DISPLAY**—Illustrated catalog covering entire line of Monkey Grip Friction Tape and Plastic Electrical Tape, features new merchandising rack for carded Friction Tape. Also, counter display containers for boxed tape. Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.
- 307 TIRE REPAIR MATERIALS, AUTO MATS, AND AUTOMOTIVE RUBBER PRODUCTS**—New complete 24 page catalog covering Monkey Grip Products for the Automotive Trade. Colorful, illustrated and informative. Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.
- 308 TUBELESS TIRE REPAIR PLUGS**—Molded rubber plugs for on-the-wheel puncture repairs in Tubeless Tires are described in new catalog. Plugs are available in complete shop assortment kit, consumer kit, and packages according to size. Monkey Grip Sales Co., P. O. Box Wagner Electric Corp., 6400 Plymouth 6170, Dallas 22, Texas.
- 311 TUNE UP SPECS**—8-page booklet containing latest 1959 ignition tune up specifications for trucks, small engines and tractors is being offered free by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.
- 314 WAGNER BRAKE PARTS CATALOG**—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMaX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.
- 315 BETTER IGNITION by Delco-Remy**—16-page, 8 1/2 x 11-inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.
- 338 AUTO LAMP SERVICING GUIDE**—Illustrated and handy reference with replacement charts and instruction for aiming, adjusting, focusing, installing and servicing trucks and auto lamps. Also complete information on servicing directional signal flashers. Tung-Sol Electric Inc., 95 Eighth Ave., Newark 4, New Jersey.
- 345 HYDRAULIC BRAKE WALL CHART**—Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Els Automotive Corp., P. O. Box 701, Middletown, Conn.
- 410 NEW AIR BRAKE MAINTENANCE BULLETINS**—Series of bulletins, each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.



What! You never heard of antimony

- Filled at the factory
- Sealed Charged at the factory
- Factory fresh performance

Antimony is necessary in the positive plates of a battery - up to a point. (Like salt in a stew, a little is good, too much - phooey.) When we add Silver Cobalt, we can reduce antimony 50%, get its advantages (stiffening of lead) and reduce to a minimum its disadvantages (attacking negative plates). With less antimony, plates last **three** times as long. Ask your Gould sales representative for the interesting Silver Cobalt booklet.



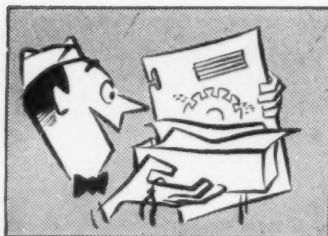
GOULD-NATIONAL
BATTERIES, INC.
ST. PAUL 1, MINNESOTA



700—Clearance Lamps

Quick and effortless bulb replacements are promised by "11M" series armored clearance lamps, announced by Signal-Stat Corp., 523-539 Kent Ave., Brooklyn 11, N. Y.

Available in aluminum or steel 1- and 2-bulb models, lamps feature a "quick click" lens which requires only thumb pressure to remove. Lens is set back in place by pressing downward and sliding it left or right to engage the patented "Click Lock." Other features include a rubber pressure pad that seals out moisture and dirt, non-corrosive brass sockets, universal mounting holes, flush mounting, snap-out lens of shatter-resistant ac-



rylic plastic and 16gge thermoplastic wiring with full-length pigtail.

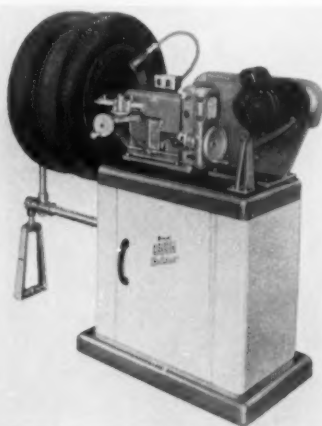
Want more info? Use coupon on page 89 and you will get it!

NEW PRODUCTS AND CATALOGS

701—Brake Drum Lathe

"Model B-700 Drum-Dokter" jobber's special brake drum lathe, introduced by Barrett Equipment Co., 2101 Cass Ave., St. Louis 8, Mo., has a capacity of from 6" to 24" diameter brake drums with a full carriage travel of 7 1/16".

Lathe features Timken bearings, heat-treated arbors, tool carriage



with adjustable gibs, 3 speeds and 2 feeds. Powered by a heavy-duty 3/4hp motor with conveniently situated belt drive for instant change of speeds, unit is mounted on heavy steel base which includes a storage compartment for adapters and supplies. All adapters and accessories are interchangeable with those used on the "B-500" series "Drum-Dokters."

Want more info? Use coupon on page 89 and you will get it!

702—Import Bearings Catalog

An illustrated catalog covering Johnson engine bearings and Weston oil seals for imported cars, published by Johnson Bronze Co., South Mill St., New Castle, Pa., contains complete size and undersize information, plus manufacturers' numbers and applications for almost every foreign car.

Want more info? Use coupon on page 89 and you will get it!

703—Power Steering Kits

A full line of power steering repair kits and power steering replacement hose assemblies has been announced by Moog Industries, Inc., 6565 Wells Ave., St. Louis 14, Mo.

Want more info? Use coupon on page 89 and you will get it!

HOW CHAMPION DEVELOPED DOMED PISTONS

A QUIET DAY IN THE "SNAKE PIT" AS WE WHIMSICALLY NAME OUR RESEARCH AND DEVELOPMENT DEPARTMENT



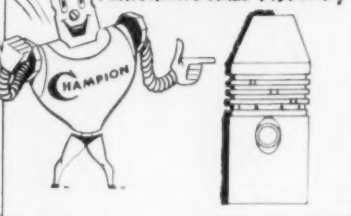
THEN THINGS BEGIN TO HAPPEN...



MONTHS LATER...



AND NOW CHAMPION'S FAMOUS FEATURE... DOMED PISTONS!



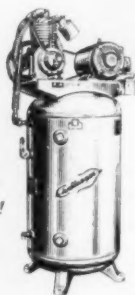
No product of "artistic" inspiration, Champion's domed pistons are the result of downright engineering common sense.

The domed piston is the *only* design that allows adequate valve area without dead space in the cylinder: this is why Champion compressors are famous for their slow, cool, running and thermodynamic efficiency.

The Oil Monitor, preventing compressor recycling with insufficient oil in the crankcase, is also an exclusive Champion feature.

Write today for complete details

"Challenger"
—built
for quality—
and to a price!



CHAMPION

PNEUMATIC MACHINERY CO.

899 North Pleasant Street • Princeton, Illinois

Johnson & Johnson Advertising

Evanston, Illinois

Ad No. 1039

Automotive and Oil Industry

Publications

Spring, 1959



THERE'S
NOTHING LIKE
A NEW CAR!

THERE'S
NOTHING LIKE A
NEW
CAR!

THERE'S
NOTHING
LIKE
A NEW CAR!

THERE'S NOTHING LIKE A
NEW CAR!



Right now American families are *really ready* for a new car! They have more disposable income than ever before—along with the leisure time to enjoy it like never before. Economic authorities predict this trend will continue—with income and living standards during the next ten years to be far in excess of what we witness even in *today's* unprecedented prosperity!

To help insure a continuing share in the benefits of such an expanding economy for General Motors dealers, this new advertising campaign attaches real *excitement* to new car ownership. Readers are reminded of the pleasure, comfort, safety that go with their purchase of a new car—told that nothing they can buy can return so much for so long as will their investment in the exciting new styling and engineering features of the 1960 General Motors cars.

Traffic-building ads like the one on the left will be seen by millions in leading national publications. Watch for them—you'll see why *it will be great to be a GM dealer in the Sixties!*

GENERAL MOTORS
GO GM FOR '60

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • ALL WITH BODY BY FISHER

704—Vacuum Cleaner

"No. 25" heavy-duty vacuum cleaner for automotive and other uses, announced by Black & Decker Mfg. Co., Towson, Md., can be placed flat on the floor and moved on metal runners, or can stand vertically on rubber feet.

Basic unit includes a wall mounting bracket and a hose hanger. For use



in service stations, unit can be mounted on wall separating the lubricating and wash bays, permitting use in either bay without relocating the unit. A pair of straps permits operator to wear it like a pack in confined spaces. A disposable paper bag may be used inside the regular cloth bag with which cleaner is equipped and entire top of cleaner can be lifted off for removing or cleaning bags. Splash-proof construction guards against internal damage to unit when it is used in the wash rack area.

Want more info? Use coupon on page 89 and you will get it!

705—Heater Hose

Featuring a special convoluted design similar to flexible radiator hose, a new type of heater hose, introduced by Gates Rubber Co., 999 Broadway, Denver 17, Colo., reportedly makes replacement of molded curved heater hose connections easier.

Hose is manufactured in 6' lengths in $\frac{5}{8}$ " and $\frac{3}{4}$ " inside diameters. One length of each size reportedly makes it possible for a dealer to meet the needs of 95% of all automobiles on the road. After cutting to length needed, hose can be quickly installed with standard tools and hose clamps, it was claimed. Cover is heat- and weather-resistant black rubber, carcass is of super-strength rayon cords, and tube is made of thick red rubber compounded to resist hot water, steam and rust, which will not swell or flake to clog the cooling system, the manufacturer said.

Want more info? Use coupon on page 89 and you will get it!

706—Retaining Ring Pliers

Present range covered by 12 "True-arc" retaining ring pliers, announced by Proto Tool Co., 2209 Santa Fe Ave., Los Angeles, Calif., is for rings on shafts (external pliers) with diameters to 4" and in bores (internal pliers) with diameters to about 7".

Designed to handle the most commonly used sizes and types in internal and external retaining rings in

all applications, the 12 sizes and types of pliers have precision-ground tips, induction-hardened, angled correctly to hold rings under tension and still withdraw freely. Proper tips reportedly minimize danger from flying rings.

Want more info? Use coupon on page 89 and you will get it!

707—Back Window Screen

Designed to protect children and pets from danger of falling through an open back window, a window screen for the 1960 Plymouth, Dodge, De Soto and Chrysler Suburban models, announced by the MoPar Division, Chrysler Motors Corp., P.

O. Box 1718, Detroit 31, Mich., is applicable also to all '57, '58 and '59 Suburbans.

Screen affords ample strength to discourage thievery, it was claimed. The fine mesh aluminum screen and frame is backed up with an expanded metal reinforcement. When back window is raised to meet screen, tailgate is automatically in a locked position. With window in down position, ample room is provided for opening tailgate. Screen slides in or out of window channel in a matter of seconds and does not hinder rear vision, according to the manufacturer.

Want more info? Use coupon on page 89 and you will get it!

DETROIT INTRODUCES
MOOG INTRODUCES


NEW
MOOG
TRUCK-BUOY
HELPER SETS
for 1/2 and 3/4 Ton Trucks
RO-25 for 1960 CHEVROLET and GMC
(All models except Panel and 4-Wheel Drive)
RO-26 for 1959-60 DODGE
(All models except Panel, 4-Wheel Drive and Sweptline)
RO-26 for 1959-60 FORD
(All models except Panel and 4-Wheel Drive)

For trucks having rear coil spring suspension, here's all you need to add up to 1000 lbs. extra capacity on 4 ply tires or up to 1500 lbs. on 6 ply tires... *quickly, safely and profitably!* The new MOOG TRUCK-BUOY is designed of natural, live rubber... calibrated to prevent bottoming and help eliminate side-sway. Actually improves cornering and ride with load. Don't confuse with "air bags", spacers or gadgets. Proven in use, the MOOG TRUCK-BUOY is a *must* for boosting payload capacity in new half- and three-quarter ton Chevy, GMC, Dodge and Ford trucks. Other applications coming soon. See your MOOG distributor or jobber for the hottest truck accessory on the market today!

*AEON Hollow-Rubber Spring in Europe, Asia, Africa and Australia.

708—Ratchet Wrench

"Kwik-Tite" ratchet wrench, introduced by The Imperial Brass Mfg. Co., 6300 W. Howard St., Chicago 48, Ill., is said to be ideal for making up tube fittings, high-pressure hose fittings, hydraulic hose fittings, pipe fittings and other applications.

Convenient for work in close quarters, wrench may also be used for fastening machine nuts and hex fasteners. Jaws are forged chrome-vanadium steel, while the handle—shaped for a comfortable grip—is spring steel. All surfaces are cadmium-plated and all parts are replaceable. To operate, place wrench jaws

over the side of nut and lift handle slightly. Wrench will snap closed and ratchet. To remove, apply slight hand pressure, moving wrench handle forward and down. This will cause jaws to snap open. Once wrench is in working position, the harder operator pulls, the tighter the jaws close. Jaw design prevents damage to even the lightest brass or aluminum fittings, according to the company.

Want more info? Use coupon on page 89 and you will get it!

709—Corvair Grille

Stainless steel grille designed specifically for the Corvair, introduced

by Foxcraft Products Corp., Huntingdon Valley, Pa., has 5 vertical louvers and reportedly fits perfectly on the bare front of the car for "a built-in, wrap-around look."

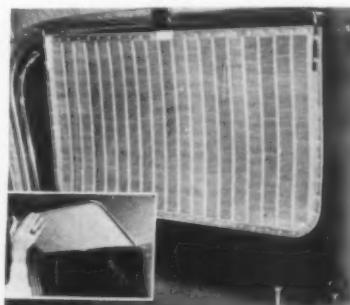
Individually boxed, grille is prepared for shipment already assembled and ready for installation.

Want more info? Use coupon on page 89 and you will get it!

710—Shade Screen

A shade screen to fit almost all cars, announced by Mitchell Mfg. Co., 1601 Ballman Rd., Fort Smith, Ark., reportedly presents a new method of mounting and movement, which allows 2 sizes—20" and 24" wide—to fit from Cadillac to compact.

The Swing-Away mounts on the door frame rather than on the door



itself and is moved to position much like the windshield sun visor. When screen is needed, it is pulled down and when not needed, pushed up against the headliner where it stays. The 1/4" crossbar keeps screen in set position. Two types of installation clips are provided—one for cars with chrome at the top of door frames, and the other for garnished molding. Constructed of aluminum shade screen material, device is 12" deep and has a heavy-duty polished aluminum channel frame.

Want more info? Use coupon on page 89 and you will get it!

711—Filter Chart

A streamlined version of its oil, air and fuel filter specification wall chart, announced by Purolator Products, Inc., Rahway, N. J., lists the replacement filters for American and foreign cars and light trucks with a simplified cross-reference of all filter stock numbers. Designed for easy reading, chart has a ready-made tab for hanging on the wall of lube room.

Want more info? Use coupon on page 89 and you will get it!

712—Dash Pots

Dash pots for all carburetor makes, announced by Hygrade Products Division, Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y., are available in 2 service stocks—one designed for the average jobber and large dealer, and the other, containing fewer units, for the average dealer. Both are shipped in a sturdy dispenser-display with application data printed on it.

Want more info? Use coupon on page 89 and you will get it!

REAR COIL SPRINGS FOR TRUCKS! A REVOLUTIONARY NEW OVERLOAD DESIGN!

Operates only under load. MOOG TRUCK-BUOY remains free of the chassis until truck is loaded.

Natural, live rubber is rugged, yet resilient. Flexes continually under pressure to absorb road shock. Quiet operation.

Calibrated design decreases rate of compression as load is increased. Can't stiffen ride under load... prevents bottoming and side-sway.

Simple bracket bolts to axle just below the chassis. Installs easily in 15 minutes. No special tools needed.

Guaranteed by MOOG. Grips securely in place. A trouble- and maintenance-free installation. 30-day no-risk free trial for your customers.

ANOTHER MOOG EXCLUSIVE!

List price \$29.95 per set with all attaching parts in this handsome, recessed shipping carton-display case.



MOOG
A GREAT NAME IN
AUTOMOTIVE MAINTENANCE

MOOG INDUSTRIES, INC., ST. LOUIS 33, MO.

MOOG MEANS MORE UNDER-CAR BUSINESS!

713—Clutch Line

The "DPB" clutch line of Lipe-Rollway Corp., Clutch Division, 806 Emerson Ave., Syracuse 1, N. Y., has been expanded to include a complete range of direct-pressure heavy-duty clutches for truck, tractor and bus.

Designed for on- and off-highway equipment, the new models include: 12", 13", 14" and 15", either in single- or two-plate construction. Torque capacity runs from 200 to 1,400 ft. lbs. The "DPB" series is said to feature high mechanical efficiency because of its needle-bearing, friction-free internal lever linkage system.

Want more info? Use coupon on page 89 and you will get it!

714—Alignment Catalog

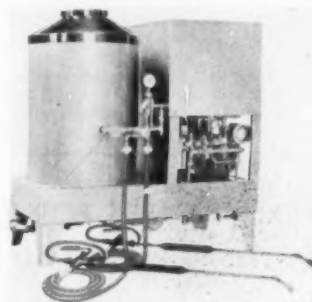
A wide range of wheel-alignment equipment for garage and service station use is described and illustrated in a 20-page, 2-color catalog, published by Weaver Mfg. Co., Division of Dura Corp., 2172 South Ninth St., Springfield, Ill., which features "Twin Post Lift" wheel alignment outfits, as well as "Rack Type" with adjustable treads and "on-the-floor" outfits. Also included are descriptions and specifications of lifts, jacks, gauges, service steps and stands, axle straighteners, camber correctors and suspension calipers.

Want more info? Use coupon on page 89 and you will get it!

715—Steam Cleaner

For car laundries and automotive shops requiring large volumes of hot solution together with almost continuous stop-and-go operation, "Model 330" steam cleaner, announced by Malsbary Mfg. Co., 845 92nd Ave., Oakland 3, Calif., reportedly delivers 330 gallons of hot solution hourly.

The automatic, gas-fired cleaner may be hooked up to automatic



wheel washers, or is available with 1 or 2 nozzle-controlled guns for manual operation. In either case, cleaning operations can be carried on 100' to 200' from the cleaner, the manufacturer said. Solution tank holds 60 gallons, reportedly enough for 4 hours of steady cleaning. Burner is adaptable to natural gas, butane, propane or manufactured gas.

Want more info? Use coupon on page 89 and you will get it!

716—Generator Catalog

Generator and starter listings for all passenger cars, trucks, buses, taxis and farm equipment through 1960 are contained in a catalog published by Arrow Armatures Co., 11 Fordham Road, Boston 34, Mass., which lists many items not previously available, and includes 1960 generators for Chrysler, General Motors and Ford cars as well as the Falcon, Corvair and foreign cars. The company's 1960 starter drive catalog contains starter drives for most automobiles, trucks and tractors through 1959—many not previously procurable, the manufacturer said.

Want more info? Use coupon on page 89 and you will get it!

717—Brake Product Catalogs

Wagner Lockheed "AU-500" wholesaler catalog and the "AU-1" dealer catalog, published by Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 33, Mo., have been expanded to include power brake repair kits and other additions.

Want more info? Use coupon on page 89 and you will get it!

718—Engine Additive

"Mow Power," a gasoline lawn mower engine additive, announced by Burnishine Products Co., 8140 North Ridgeway, Skokie, Ill., reportedly promotes easier starting and smoother operation by chemically removing carbon, acids and power-eating impurities from the engine.

Want more info? Use coupon on page 89 and you will get it!



SAFE-T-SERV battery filler
obsoletes all other methods

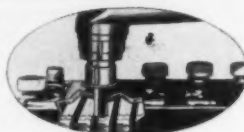
Fills batteries in half-the-time
Absolutely no spill, no overflow

Save precious seconds when you are the busiest... on the gas island. Safe-T-Serv pays for itself over and over again. It takes just 1/2-the-time of syringes, hoses, hard-to-pour bottles, etc.

And Safe-T-Serv cannot overflow cells—the new patented valve automatically opens to allow flow of water, automatically closes when battery is correctly filled (closes completely, keeping out all dirt and foreign matter—won't spill if bottle knocked over).

Safe-T-Serv holds over 2 quarts, is easily refilled, cannot damage battery plates, made of unbreakable polyethylene in velvet black.

Battery manufacturers and station operators alike acclaim Safe-T-Serv as the first practical change in battery filling in over 20 years—order yours today.



ALSO IDEAL FOR DRY CHARGE BATTERIES. No dangerous overflowing or spilling of battery acids.

Mfd. by Topper Manufacturing Corp



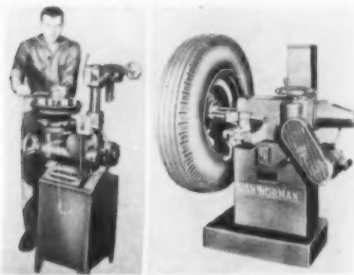
National Sales Representatives: 3453 Cahuenga Blvd., Los Angeles
28; 56 W. Maple, Chicago, Ill.; 12 Depot Square, Englewood, N.J.

\$5⁹⁵

SEE YOUR AUTOMOTIVE JOURNAL FOR THE DISTRIBUTOR

719—Drum Lathes

Occupying less than 2 square feet of floor space, "Model 301 Re-Tru" drum lathe (left), announced by Van Norman Machine Co., Springfield, Mass., is designed for service stations, brake shops, car and light-truck dealers and garages with limited floor space.



It features automatic feed and shutoff, handy controls for positioning tool bar into drum and includes a built-in drum micrometer. The "302 Little Brute" (right) reportedly combines advantages found only in larger machines. Its revolving and sliding spindle saves set-up time, it was claimed, permitting easier access to the drum interior and giving rigid support to the drums.

Want more info? Use coupon on page 89 and you will get it!

720—Wiring Guide Chart

A guide for determining the correct wire gauge for any automotive wiring job is the main feature of a wall chart offered by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y., with which the mechanic need only determine the amperage or candle power of the circuit to find the proper gauge listed in the column corresponding to the length of wire to be installed. Also given on the chart is a car guide for the company's line of cable, wire and battery holdowns.

Want more info? Use coupon on page 89 and you will get it!

721—Transmission Fluid

"Red Label Liqui-Matic Type A" automatic transmission fluid, announced by The Bell Co., Inc., 411 North Wolcott Ave., Chicago 22, Ill., is said to be specially formulated to give outstanding performance and trouble-free service in all automatic transmissions through 1957 models, as well as in later-model cars for normal driving service.

Want more info? Use coupon on page 89 and you will get it!

722—Refinish Catalog

Featuring a complete line of automotive refinishing materials, a 24-page catalog, published by Ditzler Color Division, Pittsburgh Plate Glass Co., 800 W. Chicago Ave., Detroit 4, Mich., is amply illustrated and describes in detail products for refinishing passenger cars, trucks, trailers, buses and other motor vehicles in lacquer, enamel and acrylic finishes.

Want more info? Use coupon on page 89 and you will get it!

723—Oil Seal Catalog

Containing over 300 pages, an easy-to-use combined oil seal catalog, available from Service Sales Division of Chicago Rawhide Mfg. Co., Elgin, Ill., covers all types of oil seal applications, including passenger cars, trucks, etc., with alphabetical and numerical listings for every application grouped under each manufacturer's model name or number.

Want more info? Use coupon on page 89 and you will get it!

724—Radiator Cap Wrench

For removing and replacing radiator caps with safety, no matter how



tight the seal, a tool with ample leverage for all caps, announced by K-D Tools, Lancaster, Pa., features a permanent magnet to hold it to any steel surface when not in use.

While radiator is being tested or filled, cap is held in the tool and hung on gas pump, fender, etc., leaving both hands free. Of channel construction, wrench is rustproof and comes individually boxed or skin packed.

Want more info? Use coupon on page 89 and you will get it!



Relax...



**SAFER than Waikiki Beach
with IMCO Brakes**

and more profitable, too!

• BRAKE SHOES • UNIVERSAL JOINTS • WATER PUMPS

THE IMCO MANUFACTURING & SALES CORP., BALTO. 2, MD.

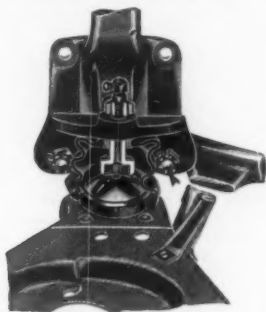
VISIT OUR BOOTH NO. 3066 AT THE A.S.I. SHOW, FEB. 10-13.

YOU ARE CORDIALLY INVITED TO VISIT OUR HOSPITALITY SUITE AT THE MAYFLOWER HOTEL.

730—Ball Joint Kit

Designed to require only a short time for installation, "No. 199" adjustable heavy-duty lower ball joint take-up kits for 1955-57 Chevrolets have been introduced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 30, Mo.

Kit is installed by removing the wheel and 2 cap screws holding the



brake flange plate to steering knuckle arm. The 2 longer cap screws are then put in place and no rivet cutting is required, the manufacturer said. A nylon bearing, backed by spring tension, reportedly eliminates all play. Take-up is adjustable whenever necessary.

Want more info? Use coupon on page 89 and you will get it!

731—Truck Mirror

"No. 869" truck mirror head, announced by The Grote Mfg. Co., Bellevue, Ky., measures 6" x 9" with a double-strength mirror glass which is said to be easily replaceable.

An outside rubber ring absorbs blows on the mirror edge, prolonging the life of the glass, it was claimed. Rubber rim also reportedly provides an effective weather-resistant seal. Mirror is protected by a resilient gasket which cushions the glass against shock. The housing is formed steel and is covered with a baked black enamel finish. Mirror is mounted by a universal center swivel.

Want more info? Use coupon on page 89 and you will get it!

732—Brake Core Assortment

Earlier numbers have been deleted and current numbers added to a revised "No-Core-Charge" assortments list, announced by The Imco Mfg. & Sales Corp., 10 E. Lafayette St., Baltimore 2, Md., said to enable any dealer to render brake service without investing cash in cores.

Assortments reportedly offer complete and up-to-date applications. With them, the dealer need not wait until after an installation is completed to recoup his investment in the steel, according to the company.

Want more info? Use coupon on page 89 and you will get it!

Bumper Jack

Weighing only 66 lbs., a 3-ton mechanical bumper jack, introduced by Vulcan Mfg. Co., Inc., Winona, Minn., for use by service stations, car dealers, independent repair shops, body

shops, etc., reportedly can be easily lifted in and out of the service truck.

Its mechanical design is said to be simple, fast and dependable, offering a lifting range up to 42" from a low of 5". An extra wide 16" lifting jaw removes danger of damage to bumpers, it was claimed. Lifting jaw raises without jacking and automatically drops away from work the instant the weight is off, the manufacturer said. "Service-Master" quickly raises two wheels on cars, light trucks or tractors and holds safely for tire changing, wheel packing, brake service, fender straightening or body, according to the company.

Want more info? Use coupon on page 89 and you will get it!

734—Plastic Solder

Companion to "D C-3" plastic filler, "Slik" flexible plastic solder, introduced by Dynatron Corp., 585 New Park Ave., West Hartford, Conn., reportedly can be formed into any shape without heat or pressure.

Adhering quickly to all metals, product reportedly has high tensile strength and can be sawed, drilled, tapped, ground or sanded to a smooth finish. Its adhesive power is said to permit sanding to a feather edge without separation. "Slik's" liquid hardener does not depend on evaporation to solidify, it was claimed.

Want more info? Use coupon on page 89 and you will get it!

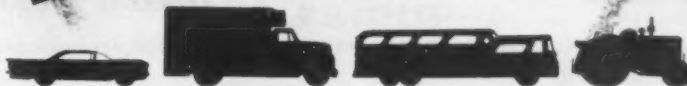
the standard for all your cap needs

*Like Sterling
on silver!*

Once in a while, a better product is made, fashioned so superbly, that it becomes the standard of the industry . . . the measure by which all similar products are judged. Stant Caps . . . the Complete Line . . . has earned that universal tribute. For every automotive Cap need!

Ask your jobber salesman to show you the new Universal Tester and the new caps for small cars. Stock the Complete Line. STANT MANUFACTURING CO., INC., Connersville, Indiana

used on America's Finest Automobiles as Standard Equipment for over a generation.



735—Service Sign

Heart of a "Satisfaction Guaranteed" program, announced by Sun Electric Corp., 6323 Avondale Ave., Chicago 31, Ill., is a 3-color display poster which service outlets display to attract more service work. Car owners are told to stop at the shop or station that displays this poster to get "Expert Engine Service" with "Satisfaction Guaranteed."

Want more info? Use coupon on page 89 and you will get it!

736—Choke Kit

An improved heat riser tube replacement kit, announced by Wohler

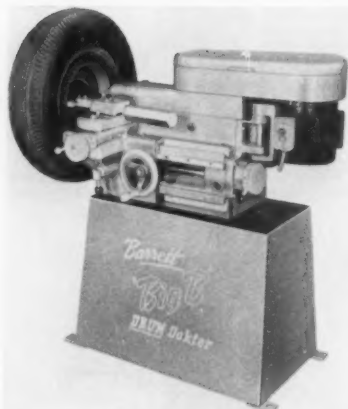
Corp., 708 East Grand River, Lansing 5, Mich., is furnished complete with self-tapping screw and a steel clamp for all cars and trucks with automatic choke.

Clamp eliminates necessity of drilling into manifold or cross-over pipe. With "Kit No. 4030 TVA," only one set is needed for coverage on all cars and trucks, it was claimed, and the original heat tube does not have to be removed.

Want more info? Use coupon on page 89 and you will get it!

737—Brake Drum Lathe

"Model B-800, Big B Drum-Dokter" brake drum lathe, intro-



duced by Barrett Equipment Co., 2101 Cass Ave., St. Louis 6, Mo., is offered as a basic lathe unit to permit the operator to select only those arbors and adapters he requires for his operation, or so that he may utilize cones and adapters he has on hand.

Designed to machine or grind brake drums from 7" to over 40" in diameter—for heavy-duty fleet and jobber operations, as well as passenger car—lathe features a spindle over 3" in diameter supported on ball bearings and rapid traverse carriage with a travel of over 16" and progressive carriage feed, said to positively eliminate drum threading. Virtually friction-free, it reportedly assures a minimum loss of horsepower when in operation. Operators desiring to machine and grind at the same time may add a second carriage and cross feed to the opposite side of the lathe to expand its operations.

Want more info? Use coupon on page 89 and you will get it!

738—Battery Hold-Down

"Resistron" battery hold-down, introduced by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y., feature steel core, vinyl plastisol protective coating and universal mounting brackets that can be adjusted to conform with any battery clamp bolt arrangement.

Brackets are separate units and can be fixed at any point on the



frame. An assortment of 10 of the fastest-moving numbers in the line is available, individually boxed and shipped in a sturdy carton which converts into a display merchandiser.

Want more info? Use coupon on page 89 and you will get it!

A NEW, FASTER WAY TO REMOVE AND INSTALL bayonet type SHOCK ABSORBERS!

NO. 2200 SHOCK ABSORBER TOOL
3 TOOLS IN ONE

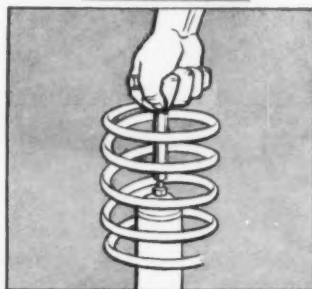
At last here's an answer to quick installation and removal of shocks on all General Motors, Ford and Chrysler make cars. This unusual tool licks the problems of narrow clearances . . . eliminates skinned knuckles . . . helps beat job rates. It's a reliable tool. Ask your jobber.



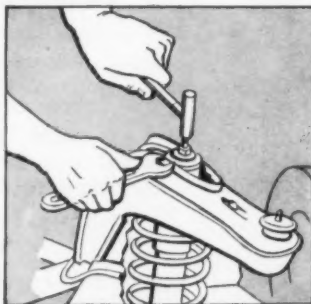
MECHANIC'S
NET

\$1.95

HERBRAND TOOLS • DIVISION OF THE BINGHAM-HERBRAND CORP., FREMONT, OHIO



Screw tool on shock — pull through coil spring.



T-end sockets hold shock rigid while tightening or loosening retaining nut. Openings are oblong to fit the bayonet.

Herbrand Tools



Officers and directors of the South Carolina Automotive Wholesalers Association presented the retiring president, Cecil Morris of Greenville, with an engraved silver tray at Columbia last month for his outstanding service the first year of SCAWA's existence. In the group were (l. to r.): front row, T. H. Coker of Columbia, incoming treasurer; Clyde Correll of Inman; J. A. Brown of Greenville; J. B. Bagwell, Jr., of Charleston, incoming president; Cecil Morris; Ray O'Keefe and J. Walter Elliott, both of Charleston; back row, Guy M. Tarrant of Columbia, retiring first vice president and now a director; Oscar Newberry of Spartanburg, incoming secretary; Aubrey Hatfield of Sumter; E. A. Jenkins, Jr., of Columbia, retiring treasurer and incoming first vice president; Leon Rippy of Rock Hill; Ned E. Holland of Greenville, retiring secretary and incoming second vice president; and W. C. Ballard of Kershaw. Retiring director W. H. Rockafellow of Columbia was absent, as were these directors: Ed. F. Workman of Greenwood, Hal P. Porter of Anderson, W. B. Key of Rock Hill, R. L. Poston of Lake City and N. Frank Alford of Florence. Officers were elected at the first annual convention in November.

Appointment of Thomas J. O'Neil to Ford Motor Co.'s civic and governmental affairs office as consultant for dealer public affairs became effective January 1, following his retirement from the company, which he joined in 1915 at Memphis, Tenn.



SHURE-BUILT STEEL SHOP EQUIPMENT

Available for prompt shipment from stock

"SCOTTY" WORK BENCH

9195-29" x 48"-60"-72"
9196-34" x 48"-60"-72"

Steel, Nat-Flex, or Hardwood top



"SCOTTY" SHOP DESK (K.D.)

MODEL 9333-A

"SCOTTY" PORTABLE CABINET

MODEL 9549



- Service Merchandisers
- Steel wall Paneling
- Portable Carts
- Display Shelving
- Cabinets and Lockers
- Work Benches
- Service Desks
- Tire Racks
- Tool Boards
- Desks and Chairs

Write for complete catalog to

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MANUFACTURING CORPORATION
1601 S. HANLEY RD. • ST. LOUIS 17, MO.

Old Timers Choose Major Cunningham

MAJ. Henry M. T. Cunningham of Washington, D. C., has been appointed executive vice president of the Automotive Old Timers, with authority to move the headquarters' office to Washington in the new NADA building.

The move will take place when the NADA building is ready for occupancy, presumably by the end of this month.

Under Cunningham's direction,



activities of the association will be expanded to include participation in the forthcoming NADA convention and representation at state automobile dealers' conventions.

Cunningham will devote a large part of his time to organization activities. He retired in 1957 after 33 years with Ford Motor Co., which he joined following service as a major in World War I.

Broward County Picks Francis

Vic Francis of Vic Francis, Inc. (Dodge - Plymouth), Pompano Beach, is the new president of the Broward County (Fla.) Automobile Dealers Association. William J. Kelley of Bill Kelley Chevrolet, Inc., Hollywood, is vice president and Turner Narmore of Turner Narmore Motor Co. (English Ford), Fort Lauderdale, is secretary-treasurer.

Sanford, Fla., Picks Smith

David R. Smith of Strickland-Morrison, Inc. (Ford), is the new president of Sanford (Fla.) Automobile Dealers Association. Vice president is John D. Brass of Brass Motors (De Soto-Plymouth-Fiat), and William V. Hemphill of Bill Hemphill Motors, Inc. (Pontiac-Buick-Rambler), is secretary-treasurer.

Imco Adds Factory Building

The Imco Mfg. and Sales Corp., Baltimore, Md., has acquired a factory building at 813-835 North Pulaski St., doubling present space, and will move its entire production staff and facilities upon completion of necessary renovations. The company's general offices and its warehouse affiliate will remain at 10 East Lafayette Ave.

Leesburg, Fla., Picks Herlong

New president of Leesburg (Fla.) Automobile Dealers Association is Gordon L. Herlong of Herlong Motor Co., Inc. (Lincoln-Mercury-English Ford). Vice president is Jack Pae of Triangle Motor Co. (Cadillac-Oldsmobile) and Jim E. Boast, Jr., of Boast Motors, Inc. (De Soto-Dodge-Fiat), is the secretary-treasurer.

Renault Appoints Challenger

Jack L. Challenger has been appointed eastern regional sales manager for Renault, Inc.

THERE'S NOTHING LIKE IT!

Perfect Metal Mending Team
One Putty... One Cream Hardener
For Impact Areas and General Patching

NON-TOXIC BLACK MAGIC
flexible plastic
METAL MENDER

Resists rust! Like Lead Durex!
It goes with the Metal. Will not Check!
No Fumes - No Odor - No Dust!
90% Less Dusting!
...Smells like...
NON-TOXIC CREAM HARDENER

Leon W. Diamond, pres. Swiss Laboratory, standing before a mountain of Black Magic gallons, ready for shipment to one of Swiss' more than 4,000 jobbers, coast to coast, and overseas.

THE BOSS says:
"If you want 90%
LESS DUSTING in
your metal mending,
surest way of getting it is
with **BLACK MAGIC!**"

SEND FOR FREE ¼-LB. SAMPLE

To get it you must include your jobbers name and address with your request. Send for it today.

SWISS LABORATORY, Cleveland 14, Ohio
America's Largest Independent Manufacturer of Body and Wire Brakes

Full-Time Jobbers Representative Covering the South from Our Cleveland Factory

"DON" WATTERSON
(Expert Bodyman)



THE SHOP NURSE says:

"One of the things the bodymen like about **BLACK MAGIC** is its complete lack of obnoxious fumes, odor, and possibility of causing aggravating itch.

"These are the bad features you get with metal menders using liquid hardeners — all of them.

"**BLACK MAGIC** keeps your shop morale and efficiency high — and that's why it's almost like having health insurance without having to pay for it."

SOUTHWESTERN REPRESENTATIVES

Ralph L. Jeffress Co.
2023 Lucas Drive, Dallas Tel: LA 6-8567

Bickel of Monroe Auto Is AEA President

J. E. BICKEL of Monroe Auto Equipment Co. has been elected president of Automotive Electric Association, succeeding Gene P. Roberts of Carter Carburetor Division.

Vice presidents are S. G. Puryear of 555, Inc., Little Rock, Ark., who is also chairman of the central



AEA President Bickel

distributors' division; H. A. Stiefvater of Utica, N. Y., chairman of the service distributors' division, and P. H. Neville of Leece-Neville Co., chairman of the manufacturers' division. A. H. Knorr of Knorr-Maynard Co., Detroit, is secretary-treasurer, and J. Howard Reed was reelected executive secretary.

In addition to the officers, other directors are M. F. Marsau of Sterling, Colo.; E. R. Stroh of The Electric Autolite Co.; R. B. Roberts of Washington, D. C.; Paul A. Peck of Mobile, Ala.; Roland S. Withers of United Motors Service; R. L. Jones of Bakersfield, Calif.; Carl S. Johnson of Charlotte, N. C.; E. N. Robinson of Stewart-Warner Corp. and C. J. Boland of Cleveland, O.

AEA's most recent manufacturing member, Ford Motor Co., has announced the distribution of its "Motorcraft" line of replacement parts through the association's central distributors.

Kurfiss of Alexandria Dies

John F. Kurfiss, Jr., 58, president of Chieftain Pontiac Co., Alexandria, La., died last month. He was a past president of the Alexandria Automobile Dealers Association and a director of the Louisiana Automobile Dealers Association.



John A. "Doc" Carlson, sales manager, announces the transfer on Jan. 1 of Sam L. Asher (shown here) from the industrial to the automotive division of Storm-Vulcan, Inc., Dallas, manufacturer of heavy shop equipment. Asher, member of the Storm-Vulcan organization since 1950, has been connected with the Turbo-Blast division, and as manager of that division for a number of years. He is now a direct representative with a territory including all of New Mexico and the southern portions of Texas, Louisiana, Arkansas and Mississippi.

Dayton Appoints Nolan

Appointment of Robert M. Nolan as regional sales manager in charge of the new Cincinnati warehouse and sales offices of Dayton Industrial Products Co., a division of The Dayton Rubber Co., has been announced by R. G. Roney, sales manager of the company's automotive wholesalers' department. Nolan will assume charge of automotive wholesale operations in six states served by the new facility, including western regions of Kentucky and Virginia.

MEMA Selects Rose For President

THOMAS S. Rose of Sealed Power Corp., Muskegon, Mich., is the new president of the Motor and Equipment Manufacturers Association.

Other officers are G. H. Goehrig of Blackhawk Mfg. Co., Milwaukee, Wis., vice president; S. S. Gordon of Republic Gear Co., Detroit, Mich., secretary, and Charles H. Seibert of Behr-Manning Co., Troy, N. Y., treasurer.

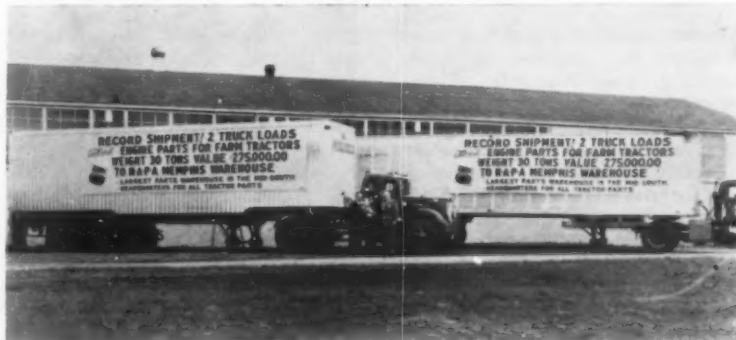
Besides the officers, directors for 1960 are R. D. Adams of Clayton Mfg. Co., El Monte, Calif.; C. A. Benoit of Permatex Co., Inc., Huntington Station, N. Y.; F. L. Bredimus of Globe Hoist Co., Philadelphia, Pa.; R. R. Dunn of Hastings Mfg. Co., Hastings, Mich.; K. W. Foust of Bonney Forge & Tool Works, Alliance, O.; W. A. Raftery of Signal-Stat Corp., Brooklyn, N. Y.; P. R. Smith of Commercial Solvents Corp., New York, and R. D. Williams of E. Edelmann & Co., Chicago.

Bergheimer Is Elevated By B. T. Crump Co.

PHILLIP T. Bergheimer, a past president of the Virginias-Carolinas Automotive Wholesalers Association and the Central Virginia Automotive Jobbers Association, has been elected a vice president of B. T. Crump Co., Richmond, Va.

Others named vice presidents were Richard T. Hedgpeth, manager of the company's warehouse operations in Greensboro, N. C., and Nashville, Tenn., and V. Kenneth Bass, who is in charge of sales of seat covers, replacement tops for convertibles and seat cushions.

This 30-ton shipment of farm tractor engine parts, believed to be the largest ever made to a single warehouse point, was ordered by the NAPA Memphis, Tenn., warehouse from Allied Automotive Parts Co., Indianapolis.





SOUTHERN JOBBERS and FACTORY MEN



These salesmen, assembled here in a routine Monday morning meeting with their employers, are happier with the new pay plan. They are (l. to r.): John Turner, James Reecer, Ralph Barnes, Talmadge Reed (partner), Roy Brown and A. M. Downing (partner). Reed (standing) is holding an item he wants the sales force specifically to push during the new week.

25% Gross Profit Plan Pleases Tennesseans

By ROSS L. HOLMAN

THERE has to be a profit on sales before the salesmen at Reed-Downing, Inc., Nashville, Tenn., get paid under the recently adopted plan of payment which the management has found far better.

Previously the salesmen were paid a given percentage of the gross receipts from their sales. Now they are paid 25% of the gross profits.

There is one chief advantage: During the preceding years the salesmen got a percentage of all

gross receipts even though some receipts didn't always involve a profit. Under the present arrangement there has to be a profit on sales before anything can be per cented.

Salesmen were a little hard to sell on the new idea at first, but since the company and the salesmen are now making more money than before, everybody is pleased with the arrangement. Reed-Downing has had a ten per cent increase in both sales and net earnings.

Salesmen now have more initiative and have a stronger feeling of importance. Frequently, when calling on a garage operator, for example, the prospect in the old days would try to beat down the price on some of the items offered. Before accepting a lower price the field man would have to call back to the office for permission. He got his percentage regardless of the price at which the articles sold.

Under the present plan the salesman never has to call back to make a price. But if he makes a cut, all of the cut must come out of his percentage of the profit! Reed-Downing gets for its part the same price as when no cut is made.

Since the new plan has gone into effect there haven't been nearly so many requests on the part of buyers for price cuts. This may be due to the fact that the field men are standing firmer on the price line than before, but even so, the total volume of sales continues to increase to the benefit of both salesmen and company.

However, the field man still runs into an occasional situation where the buyer claims he has had a better price offered him by a competitor. In this case the salesman usually allows the customer to go ahead and buy from the competitor.

He puts his own selling effort behind those items in which there has been no competitive price-cutting. In pursuing this method of attack he still holds the account. No account has yet been lost because of it.

A. M. Downing, one of the partners, said, "I hope to see the day when all our competitors will adopt the same kind of pay plan as ours. I believe it would eliminate practically all price-cutting between us."

Another benefit under the new arrangement is the office record system. The office keeps a copy of each salesman's order forms in a separate folder. The office also lists on a single sheet all the sales

made by each field man. The cost of the items sold are listed in one column and the gross profit in another column. These records create a better feeling in the organization.

Any time he chooses to do so, the salesman can call for his own folder of order forms and check it to see if he is getting credit for every sale he makes. There had been times in the past when a controversy might arise as to who gets credit for which sale.

This confusion can easily arise in the case of a new prospect that a salesman has almost-but-not-quite persuaded. For example, as a result of being solicited the new prospect may come into the office later on his own and buy direct from the office the items on which the salesman canvassed him.

Each salesman keeps for himself every account on which he calls. He gets his percentage on it whether the account buys from him in the field or purchases direct from the office. Any confusion or mixup is adjusted immediately by each seller's records being daily available for inspection.

The separate single sheet on which each field man's sales are listed is also a great help to both the salesman and the office. The salesman can look at the gross profits column on his sheet any day and see how much pay he has coming. If it is low, it spurs him to greater effort.

By comparing each salesman's record of sales with the others, the office is in a position to make needed suggestions and adjustments.



William H. "Bill" Ricke, former Southeastern manager of Proto Tool Co., has organized Orlando Tools, Inc., Orlando, Fla., a warehouse distributor specializing in hand and power tools for automotive and industrial use. He is president and treasurer and his wife, Dorothy, is vice president and secretary. Arthur Kinzer is manager and buyer and Donald Mitchell is in charge of the warehouse. Jack Monasco of Jacksonville Beach travels North Florida and South Georgia, while Ricke handles Central and South Florida.

For example, if the gross profits of one salesman fall much below those of others, the company checks the reasons. If the sales receipts are substantially the same, maybe the profits on some items are not what they should be. If the lower gross profits are due to lower gross sales, maybe the firm can help the salesman improve his methods.

One of the most important advantages of keeping these individual sales records is the

way it enables the office to correct many errors. In listing sales and gross profits on these records the office occasionally finds that profits on certain items have been wrongly computed. Some of them have even shown a loss. Correction is made and in this way sales are kept in the correct price range without allowing any item to be sold at a repeated loss.

As with all other wholesalers, Reed-Downing occasionally incurs some slow accounts, though it has kept these to a minimum. Its policy in this respect has been liberal as far as the salesmen are concerned. No salesman is penalized if one of his accounts is uncollected. When an account gets in arrears a notation is made on the metal stencil tab with which each account's order form is stamped. This notation reminds the bookkeeper to check with the management before an additional sale is made. Each territory man is made aware of the fact that the account which is kept up-to-date makes the best customer.

Sanford, N. C., Company Opens 12th Branch

BBROWN's Auto Supply Co., Inc., Sanford, N. C., has opened branch facilities at Durham and Pittsboro, bringing to 12 the branches operated by the firm, according to President Miles A. Pryor.

Wilson Pettus, former counter-man at the main store, is manager of the Pittsboro branch. The Durham branch is situated at 764 9th St. and is the second such store for that city.

Lee Mfg. Names Southerners

Lee Mfg. Co. of Santa Monica, Calif., has appointed Guy M. Parker of Jackson, Miss., representative for Tennessee, Mississippi and Alabama. Weston Brooks and Jesse Hurtt of Jess and Wes, manufacturers' representatives of Clearwater, Florida, will represent the company in Florida and Georgia.

Wilkening Promotes Cohen

Promotion of Leonard M. Cohen to treasurer of Wilkening Mfg. Co., Philadelphia, succeeding Henry E. Gerstley, who is chairman of the board, has been announced by President W. E. Wilkening. Cohen joined the organization in 1924 and has been assistant treasurer for the past six years.

Participating Roanoke (Va.) jobbers looking over the various equipment they gave at Christmastime in the names of customers to the Roanoke Area Chapter of Multiple Sclerosis Society are (l. to r.): Bill Tabor of Auto Parts, Inc., R. D. Cundiff of Shepherds' Auto Supply, Inc., E. H. Overfelt of W. B. Clements, Inc., B. M. "Bill" Long, representing the society, C. R. King of Standard Parts Corp., and W. L. Smith of Motor Parts Supply Co., Inc. The equipment included two TV sets, a tape recorder, wheel chairs, crutches, walking sticks and vibrators.





Four floors of New York's Coliseum will be devoted to exhibits, displays and demonstrations by more than 500 of the nation's leading manufacturers of automotive parts, tools, equipment, accessories and supplies. The mammoth building encompasses 391,500 square feet of space.

IASI Show May Draw Record Crowd; Service Trade Invited for Two Days

A NEW record in attendance, possibly ranging well above 35,000, may be set for the International Automotive Service Industries Show Feb. 10-13 at New York's Coliseum, based on advance interest indicated to show authorities.

Approximately 500 manufacturers will display and demonstrate the latest in automotive parts, tools, equipment, chemicals, paints, supplies and accessories. The show, held last year at Chicago's Navy Pier, will follow the first annual convention of the year-old Automotive Service Industry Association—created out of the merging of MEWA and NSPA.

Sponsor of the show is ASIA and Motor and Equipment Manufacturers Association. Attendance will be limited the first day, Feb. 10, to member manufacturers and association member jobbers. On the second day these two groups will be joined by invited jobber guests.

The last two days are for the special benefit of all automotive service trades, including vehicle dealers, independent garage owners, service station operators, fleet operators, specialty repair shops and all their personnel.

Chairman of the Joint Operating Committee, charged with putting on the show, is Charles S. Rogers of P & D Mfg. Co., Long Island



JOC Chairman Rogers

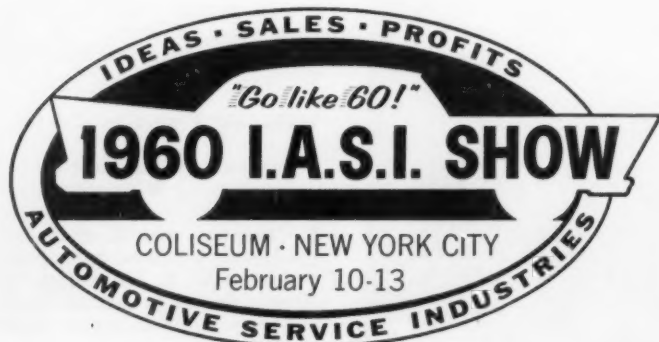
City, N. Y.

A total of 451 manufacturers drew for space last August, with 116,000 square feet being assigned for approximately 1,100 booths of varying sizes. This alone indicated the '60 show would be on a grander scale than ever before.

MEMA has scheduled a president's reception and banquet Feb. 9 at the Savoy-Hilton Hotel.

Al Richardson has been added to the sales force of Terry Automotive Supply, Dallas, Texas, as representative for north Dallas, according to Sales Manager Jack McCalmon.

Ted Nelson, the "founding father" of the Florida Automotive Wholesalers Association several years ago and its first president, is setting himself up as a manufacturers' representative from his home at 535 Cardinal Street, Miami Springs, Fla. He has acquired several lines and is expecting to add one or two more soon. "I'm going to attempt to stay with Florida," he said, "only because I believe that the way car registrations and jobbers are increasing I can give those manufacturers I represent a greater share of the Florida potential." He has been an executive with several Miami wholesale houses.





Beard & Stone's ultra-modern offices and warehouse are situated on Houston's Gulf Freeway.

Beard & Stone Expands with Houston

SPACE and convenience are key features of the new Beard & Stone Electric Co. building in Houston, formally dedicated with a series of receptions for customers, suppliers and the automotive world generally the week before Christmas.

"Space has been a growing problem for us in Houston," President Sam Suravitz said. "Our old building, in the path of downtown Houston's outward expansion, had become increasingly difficult to reach because of the heavy traffic. Parking was at a premium."

By contrast, he said, the new \$500,000 building, situated on a two-and-a-half-acre tract alongside Houston's arterial Gulf Freeway, cures both problems. Easy to reach from all parts of the metropolitan area, it will be even handier when present super-highway projects are completed. Adequate provisions have been made for customer and employee parking.

The long, low, ultra-modern glass-and-brick structure has plenty of room for all the company's sales, service and administrative functions in its 53,000 square feet of ground-level floor space.

To provide for the continually growing automotive stock list, a major portion of the building was reserved for warehouse use. More than 60,000 individual parts from more than 100 manufacturers are stocked in the rear portion of the building.

With an estimated 1,212,000 residents and 450,000 motor vehicles now in Harris County and with both increasing steadily,

Beard & Stone has provided plenty of room in which to operate and additional space in which to grow.

Customers entering the display room at the center of the building are greeted by an impressive 54' counter, designed with plenty of sales stations and arranged for fast, efficient and accurate processing of orders.

A sales room and a separate catalog room adjoin the central display area. Next to them is a spacious meeting room with seating for 100 at customer training sessions or other functions. The meeting room, adjoined by a snack bar, has a separate outside entrance.

Although the entire office and sales portion of the building is air conditioned (Houston's average

summer heat is a semi-tropical 82.4° and humidity is 76%), a separate cooling system is provided for the meeting room because of the need for extra air circulation and because the meeting room is used when other parts of the building are closed.

The office area flanks the display room on the other side. Included are a reception room, stock records, the purchasing department, executive and general offices and a telephone order section.

"We are especially proud of our telephone order department," Harry Lyman, manager of the Houston store, said. "We have found already that the new telephone exchange equipment installed in the new building has made possible even faster and

John H. Duncan (right), president of Gulf & Western Corp., presents a key to Sam Suravitz, president of Beard & Stone Electric Co., at the formal opening of the new Houston plant. Taking part in the ceremonies also were Henry Desenberg (left), vice president, and Harry Lyman, general manager.



more efficient handling of calls from customers."

Top ranking officials of Gulf & Western Corp., of which Beard & Stone is a subsidiary, and representatives of a number of manufacturers whose products are distributed by Beard & Stone attended the opening ceremonies.

Among the notables (in addition to Suravitz,) were Charles G. Bluhdorn of New York, chairman of the board of Gulf & Western; C. Arthur Woodhouse of Grand Rapids, Mich., vice chairman; John H. Duncan of Houston, president, and E. C. Beard of Dallas, chairman of the board of Beard & Stone.

Presidents of two other Gulf & Western subsidiaries were also present—Basil E. Ryan of Car Parts Depot, Inc., El Paso, and J. A. Walsh of J. A. Walsh & Co., Houston, both vice presidents of the parent company.

Four Gulf & Western directors—Seigel W. Judd of Grand Rapids, Joel Dolkart of New York, David N. Judelson of New York and Cyril R. Porthouse of Ravenna, Ohio—also were in Houston for the ceremonies.

Since 1919, when Beard &



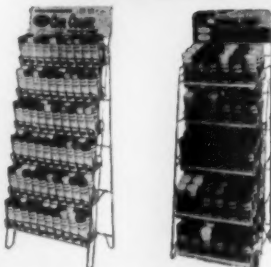
Manufacturers representatives from across the nation (seated) met recently in Dallas with officials of the Mark IV Division of John E. Mitchell Co. (standing) to hear details of the 1960 program for automobile air conditioners. Pictured are (l. to r.): first row, Lester Moss, George Heath, Rollie Rife, Paul Trauger, Frank Derby, Bob Cherry, Jr., J. McEwen Cherry; second row, Harry Bailis, John Edmiston, Jim Link, Vin Scully, Bernard Broekhuizen, Bill Scully, Bob Cherry, Bill Unger, Max Sylvester; third row, Jack McGarry, Lee Suhm, Mel Mercer, Walt Runclin, Fritz Keller, Eric Hyden, Lou Orsie, Bill Hanft; fourth row, Lee Yeager, Dick Hollingsworth, Bob Anderson, Gus Alexander, Edd Huff, Howard Knight, John E. Mitchell, Jr., Dudley Smith, Bill Olson, Orville Mitchell, Jr., Orville Mitchell, Sr., and Donald F. Mitchell.

Stone's Waco store began serving Texas' rapidly expanding automotive market, the firm has expanded to four stores with distribution facilities supplying original factory parts to service distrib-

utors and wholesalers in most of the major market areas of Texas.

At the Houston location the company's technicians can replace or repair detached units in the new central service department.

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THE BEST!
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TO OTHER AEROSOL
PAINTS TESTED!**



Attractive 144 Can Floor Display Rack Assortment

The exhaustive tests of this internationally known testing organization revealed these important facts which are vitally important to every automotive chain organization.

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- ★ Plasti-Kote is the first premium quality aerosol paint to earn this outstanding seal of approval.

See Startling NEW Packaging Improvement in Booths 575-577 at the AAMA Show and Booths 4102-4-6 at the IASI Show. Another Plasti-Kote First.

Don't delay — act now — stock and sell Plasti-Kote . . . the quality aerosol paints now PROVEN superior to other aerosol products . . . and your unqualified guarantee of customer satisfaction.

PLASTI-KOTE, INC. 9801 Harvard Avenue, Cleveland 5, Ohio

SW Show Kindles Fire

By **BARON CREAGER**
Southwestern Editor

MOUNTING interest in the 15th Southwest Automotive Show, scheduled for Dallas March 24 through 27, results from the fact that this will be the one and only showing of automotive aftermarket merchandise during a five-year period, according to Yancy Robertson of Dallas, show president. His company is Robertson and King Motor Supply.

The last Southwest show was in the spring of 1957 and this regional group is committed to a policy that limits frequency of shows to every other year. That would automatically bring up the 16th show in 1962.

"For that reason alone," said Robertson, "a manufacturer doing business in the Southwest can hardly afford to stay out of the 1960 show."

Evidence of this mounting interest was found in a report by A. L. Barnett, show manager, on the number of sponsoring jobbers signed for the '60 show. Just before Christmas, Barnett reported that "more than 300 automotive wholesalers had been signed as sponsors at that time, or three months before opening of the show."

"This is quite significant," he added. "For the last Southwest show in 1957, there was a grand total—as the show ended—of only 375 sponsoring wholesalers. Our goal is 800 sponsors and, at the rate wholesalers are pledging support to the show, we expect to have the goal or a near-miss by opening day."

Another feature of the '60 show will be a four-state convention of automotive wholesalers, sponsored by three wholesaler organizations. These are the Automotive Wholesalers of Texas, Automotive Wholesalers of Oklahoma and the Automotive Wholesalers Association of Louisiana.

This convention is scheduled for Dallas on March 23, with hotel headquarters, speakers and other details of the program to be announced later. Although there is no wholesaler organization in Arkansas, Arkansas wholesalers are expected to participate and will be invited.

Preliminary plans for the four-

state convention of wholesalers were laid during a meeting of the show board in Dallas on Dec. 2. Attending the meeting were the staff executives who manage the three associations named—G. C.

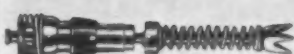
Morris of Texas, Tom Payne of Oklahoma and Jules L. Lamothe of Louisiana.

"Such a convention is unprecedented in show history," Barnett commented.

Another convention to coincide with the show is scheduled, with details of arrangements to be announced. That is a meeting of the Independent Garagemen's Association of Texas.

Barnett also announced in December the appointment of a "president's committee" consist-

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All ACME Valve Caps (except No. 310, which is plastic) are precision machined from solid brass, which results in a heavier, sturdier, longer lasting valve cap. Threads are deeper and more precise. Therefore, the seal is more air tight with less likelihood of lost caps due to vibration. ACME Valve Caps have been the choice of expert mechanics the world over since 1915.



300



310



302



301



305

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#3-J

In your mind, visualize these two loops of rope. Imagine grasping the two loose ends of each loop and pulling them tight. Which of the two loops will have a knot ???



Loop A



Loop B

Attach the solution to your business card or letterhead and mail to ACME. If you're right, we'll send you a "Genius Award" for your accomplishment!

Relax each month with the ACME "Problem Corner"



Directors of the Southwest Automotive Show at a meeting in Dallas last month are (l. to r.): seated, J. R. "Bob" Boulton of Unit Parts Co., Oklahoma City, Okla.; Yancy Robertson of Robertson & King Motor Supply, Dallas, president; H. M. Willey, Sr., of Hirsig-Frazier Co., Houston, Texas; L. W. Barnett of Cogdell Auto Supply, Fort Worth, Texas, and H. B. Braden of American Gear & Parts Co., Dallas; standing, Jules Lamothe, executive director of Automotive Whole-

salers of Louisiana; J. Neal Ferguson of J. Neal Ferguson & Associates, Dallas; G. C. Morris, executive director of Automotive Wholesalers of Texas; Tom Payne, executive director of Automotive Wholesalers of Oklahoma; Eric Hyden of Keller-Hyden, Inc., Fort Worth; A. L. "Artie" Barnett, secretary-manager of the show; Ralph Russell of Ralph E. Russell Co., Dallas, and Joe Owens of Owens Motor Supply, Enid, Okla. The show is expected to attract thousands.

ing of 100 picked men in the industry of the Southwest. Their responsibility will be personally to promote the show at every opportunity.

By the time this issue of SAJ reaches subscribers, the date of drawing for booth space by exhibitors will be near.

Contrary to previous announcements, date of this drawing is Jan. 15. Originally, the space drawing had been scheduled for Dec. 18, but was changed by the board in its Dec. 2 meeting. Following show custom, the space drawing will be held at 9 a.m. in the auditorium of the Hall of State Building, Fair

Park, Dallas.

Barnett explained that the change in dates would enable some factories to exhibit who could not get the expense item into their 1959 budgets.

At an earlier board meeting, show hours were established as:

Thursday, 8 to 5; Friday, 10 to 1 for sponsors and exhibitors, 1 to 9 for the trade; Saturday, 10 to 9; Sunday, 10 to 5.

In addition to Robertson, officers are: Joe Owens, first vice president, Owens Motor Supply, Enid, Okla.; L. W. Barnett, second vice president, Cogdell Auto Supply, Fort Worth; Ralph Russell, treasurer, Ralph E. Russell Co., manufacturers' representatives, Dallas.

Directors are: H. B. Braden, past president, American Gear and Parts Co., Dallas; Doyle Moore, Automotive Parts Co., Little Rock; H. L. Hutchison, Dimmick Supply, Lake Charles, La.; Max Figh, Automotive Service, Inc., San Antonio; E. A. Wagner, Moore Brothers Electric Co., Houston; H. M. Willey, Sr., Hirsig-Frazier Co., manufacturers' representatives, Houston; Eric Hyden, Keller-Hyden Co., manufacturers' representatives, Fort Worth; J. R. Lawson, Proto Tools, Houston; Bill M. Moncrief, Wagner Electric Corp., Dallas; Tod Willis, Sanders and Willis, manufacturers' representatives of Waco; J. R. "Bob" Boulton, Unit Parts Co., Oklahoma City.

The all-important show committee is headed by T. H. "Tommy" Everett, president of Monkey Grip Sales Co., Dallas.

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EASY TO INSTALL AIR CONDITIONING KITS ARE READY FOR IMMEDIATE DELIVERY ON ANY '60 MODEL AMERICAN OR FOREIGN CAR WITH COMPLETE INSTRUCTIONS . . .

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Les A. Thayer (second from left) of Belden Mfg. Co., Chicago, may be elevated from first vice president to president of ASIA next month. He was formerly for many years in the jobbing business in Texas. Victor L. Toft (left) of The Sidles Co., Omaha, Neb., is president. J. A. "Jack" Bryant (third from left) of Motor & Electric Supply Co., Bowling Green, Ky., is second vice president and Gene P. Roberts (right) of Carter Carburetor Division, ACF Industries, Inc., St. Louis, Mo., is the third vice president. The latter two are likely to be advanced in office.

ASIA to Draw Thousands

THOUSANDS of aftermarket people, including a huge segment from the South and Southwest, are scheduled to attend the first annual convention of the year-old Automotive Service Industry Association at New York's Carnegie Hall Monday and Tuesday, Feb. 8-9.

The association, born out of the merger of MEWA and NSPA at Chicago last year, will meet prior to the four-day International Automotive Service Industries Show in Gotham's Coliseum.

A preliminary "gun" will be fired in the form of the president's reception (open to all members and invited guests) from 4:30 p.m. to 6:30 p.m. in the Terrace Room of the Plaza Hotel on Sunday,

Feb. 7.

The first general session will be held the next day from 1:15 to 4:30 p.m. The membership banquet will be staged at 6:30 p.m. in the Grand Ballroom of the Plaza Hotel at 6:30 p.m.

The concluding day's program will begin at 9 a.m. and recess at noon for the membership luncheon to begin at 12:15 p.m. at the Park Sheraton Hotel. The afternoon meeting will run from 1:15 to 4:30 p.m. in Carnegie Hall.

The ASIA Young Executives Forum meeting and reception will be held from 5 to 7:30 p.m. in the Plaza Hotel and an open forum meeting of the ASIA Wholesaler National Council of Sales Executives will begin at 8:15 p.m. in the

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AWO Manager Payne

Plaza.

An ASIA ladies' matinee, "Destiny Rides Again," will be held at 2:30 p.m. Wednesday, Feb. 10, at the Imperial Theater, 249 West 45th Street.

Among the convention speakers will be Tom Payne, Jr., of Okmulgee, executive secretary of the Automotive Wholesalers of Oklahoma and immediate past president of the Automotive Wholesaler Trade Association Executives. He will suggest ways for closer liaison between ASIA and the various regional and state

wholesaler associations over the nation.

Another speaker will be Charles E. Cullen, formerly executive vice president of Southwestern Business University at Houston and now operating a sales development firm serving many big corporations from Charlotte, N. C.

Additional speakers will include J. H. Mehan, manager of Distributors Institute, Chicago; Admiral Arleigh A. Burke, U. S. chief of naval operations; Charles Roazen of Hunt-Marquardt, Inc., Boston, Mass.; Charles S. Rogers, who is the chairman of the Joint Operating Committee of the IASI Show; Harold T. Halfpenny and George Howell of ASIA's counsel; Charles H. "Chuck" Davis of Chicago, executive editor of *Jobber Product News*, and Morrill Palmer, jobber of Joliet, Ill.

The Warehouse Distributors Division of ASIA will kick off its activities with a breakfast meeting at the Plaza Monday morning, Feb. 8, with John Bury, sales manager of Purolator Products, Inc., Rahway, N. J., speaking.

William J. Barron of Cedar Rapids, Iowa, is chairman of the program committee. "Team Progress for Sixty" is the theme.

Oil Companies Accused Of Coercing Stations

MEMBERS of the Automotive Service Industry Association, led by president Victor L. Toft of Omaha, Neb., and legal counsel Harold T. Halfpenny of Chicago, appeared before a house small business subcommittee last month in Washington to accuse the major oil companies of coercive and unfair trade practices in the sale of tires, batteries and accessories and to ask Congress to force these companies to get out of the automotive service field.

Toft, in opening the hearings, said that by forcing the service station operators to buy from them, the oil companies are creating a situation in the market place that doesn't merely restrain trade and competition but eliminates it completely on many products that the automotive wholesaler has traditionally distributed.

Toft said, "There is a general trend among oil company jobbers to play fast and loose with prices . . . these as well as coercive practices have brought chaos to the market, and loss of business to the automotive wholesaler for reasons other than sales ability or ade-

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The NEW MONEY-MAKING

Go-Jo "TRY-PACK"

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42% PROFIT from

Go-Jo Creme Hand Cleaner
and Go-Jo Loshon Skin Cleaner

Stock an ample trial inventory with a minimum investment. Introductory assortment includes:

- 4** 14 oz. cans of Go-Jo Creme Hand Cleaner
- 4** 24 oz. cans of Go-Jo Creme Hand Cleaner
...Removes even the most deeply imbedded grease and grime.
- 4** Quart cans of Go-Jo Loshon Skin Cleaner
...For lighter cleaning needs.
- 4** Go-Jo Loshon Dispensers
...Delivers 360 efficient "clean-up" portions.

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CONVERTS TO
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Ask about INSTNSTART closed system starting.

Insist on the can with the "balky donkey" trademark.

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Well-known Southerners were among the witnesses testifying before the House Small Business Subcommittee last month (l. to r.): Thomas Payne, Jr., of Okmulgee, executive secretary of the Automotive Wholesalers of Oklahoma; J. R. "Chic" Stradley, Jr., of Titusville, immediate past president of Florida Automotive Wholesalers Association; Richard Melvin of the ASIA staff, and G. C. Morris of Austin, executive director of the Automotive Wholesalers of Texas.

quate warehouse stocks and service to his customers."

Halfpenny told the subcommittee that legislation was needed to force the oil companies to divest themselves of their automotive parts and equipment business.

Halfpenny said, "Despite the ability of the independent automotive service industry to offer competitive products at competitive

prices, with much better service, automotive wholesalers are finding it more and more difficult to retain a fair share of the market.

"This is due primarily to the fact that the service station dealers have more and more been subjected to a well-developed system of coercive selling practices and methods by the major oil companies.

"These companies insist that their lessee filling station and garages buy their automotive parts and accessories from a supplier they designate and recommend."

Using his own company (The Sidles Co.) as an illustration, Toft said, "Our company carries an equipment inventory of over \$400,000. We employ a full-time equipment specialist. We employ several mechanics who are specialists in equipment repairs. It hardly seems proper, therefore, that through the machinations of the major oil companies who carry no stocks, provide no specialist service and provide no facilities for repair, they should be able themselves to buy at our cost or lower, or should be permitted to enable their lessees to buy at these prices."

Among those appearing before the subcommittee were: G. C. Morris, executive secretary, Automotive Wholesalers of Texas; Robert E. Phelps, president, Phelps-Roberts Corp., Washington, D. C.; Thomas Payne, Jr., Automotive Wholesalers of Oklahoma, Okmulgee, Okla.; J. R. "Chic" Stradley, Jr., Florida Automotive Wholesalers Association, Titusville, Fla.; Emory Young, president, Motor Car Supply Co., Charleston, W. Va.



A NEW PACKAGING IDEA FOR PRIMARY WIRE!

HANDY SPOOLS are 35 different sizes and colors of wire in graduated lengths depending on gauge. The right amount and gauge for the average job.

EVERY SPOOL

SELLS FOR THE SAME PRICE

A HANDY SPOOL IS —
100 ft. - 18 ga. / 75 ft. - 16 ga. / 50 ft. - 14 ga. /
35 ft. - 12 ga. / 20 ft. - 10 ga. / 20 ft. 7MM
Ignition Wire

THIS 8-SPOOL
WIRE DISPENSER
FOR DEALER'S
WALL OR BENCH
HOLDS INSTANT
INVENTORY OF
BALANCED STOCK.
SMALL INVESTMENT
FOR GREATER
PROFITS.



MORE DETAILS? WRITE:
Del City WIRE COMPANY, INC.
P. O. Box 2464, Oklahoma City, Okla.

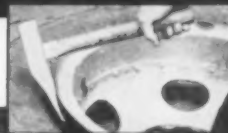
Sold Through
Automotive
Jobbers and
Warehouse
Distributors

KEN quality
job-designed

SAVE LABOR • CUT COST
SPEED TIRE SERVICE

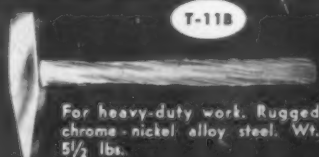
HAMMERS

• TRUCKS • TRACTORS
• BUSES • AIRCRAFT



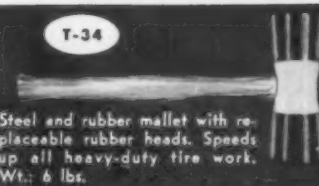
T-11C PATENTED

Exclusive combination tire hammer and bead loosener. Finest design. Wt.: 6 lbs.



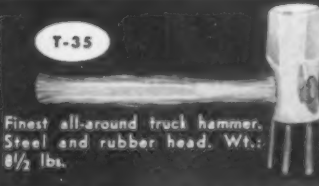
T-11B

For heavy-duty work. Rugged chrome-nickel alloy steel. Wt. 5½ lbs.



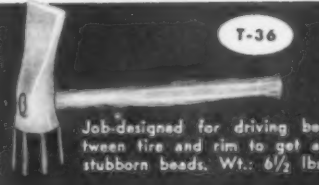
T-34

Steel and rubber mallet with replaceable rubber heads. Speeds up all heavy-duty tire work. Wt.: 6 lbs.



T-35

Finest all-around truck hammer. Steel and rubber head. Wt.: 8½ lbs.



T-36

Job-designed for driving between tire and rim to get at stubborn beads. Wt.: 6½ lbs.

SEE YOUR JOBBER

SAVE LABOR, TIME AND MONEY.
INSIST ON KEN TOOLS. Finest
Quality and Design. Largest Exclusive
Manufacturers of Tire Changing Tools
and Equipment.

The KEN-TOOL Mfg. Co.
AKRON 5, OHIO



D. N. Test, Jr. (left), San Antonio, Texas, is the new president of NAPA, succeeding Wilton Looney of Atlanta. Other officers include (l. to r.) the veteran vice

president and general manager, Robert L. Stacey of Chicago; Roy C. Barrett of Columbus, Ohio, vice president, and W. G. Gurich of Chicago, the secretary.

NAPA Annual Meeting Hears Sales Up 17%

AN INCREASE of 17% in sales by National Automotive Parts Association for the first ten months of 1959 as compared with '58 was reported by General Manager

Robert L. Stacey at the annual NAPA meeting at the Drake Hotel in Chicago last month.

Stacey predicted a further increase in volume for 1960.

W. M. Stuart of The Martin-Senour Co., chairman of the NAPA advertising committee, reviewed the 1959 NAPA "Parade of Parts" advertising program and outlined the committee's plans for the continuation and extension of the program in 1960.

Directors named included J. H. Baldwin, Indianapolis; A. F. Baxter, Buffalo, N. Y.; H. E. Bowman, Des Moines, Iowa; H. A. Bradley Jr., Philadelphia, Pa.; J. O. Brittain, Oklahoma City; R. C. Colyear, Los Angeles; J. R. Courim, Chicago; J. T. Emerson Sr., Milwaukee, Wis.; Carlyle Fraser, Atlanta; Malcolm Fraser, Memphis, Tenn.; Frank Hummel, Salt Lake City, Utah; Wilton Looney, Atlanta; Mrs. Ethel Meador, Richmond, Va.; F. E. Nolen, Los Angeles; Paul C. Schwesinger, Cleveland, Ohio; F. F. Rohrer, Pittsburgh, Pa.; G. P. Rouge, Syracuse, N. Y., and G. E. Schuman, Honolulu.

The NAPA manufacturers' council reelected Neil A. Moore, Dana Corp., as chairman; E. J. Muldoon, New Britain Machine Co., vice chairman, and Charles Lansdale, DeKoven Mfg. Co., secretary and treasurer. Other directors named were H. W. Clough, Belden Mfg. Co.; J. E. Echlin, Echlin Mfg. Co.; L. N. Fisher, United Parts Mfg. Co.; Edward Gammie, Victor Mfg. & Gasket Co.; C. B. Johnson, Precision Parts Co.; A. M. Currier Jr., Clevite Service; Jack McCandless, National Products, Inc.; Charles Adams, Vehicle Products Co.; G. Z. Spencer, Trico Products Corp.; W. M. Stuart, Martin-Senour Co., and M. B. Terry, American Brake-blok Division, American Brake Shoe Co.

Wagner Names St. Louis Head

E. G. Anderson has been named manager of the St. Louis parts and accessories branch office of Wagner Electric Corp., succeeding Al Neef, Jr., who moved to a similar position in Philadelphia.

First Again

...as usual!

with

the complete line

of 1960 Models

FIBERGLASS MUFFLERS

and

DUAL SYSTEMS

immediate shipment!

Order Today!

Grand **AUTOMOTIVE PRODUCTS**

2055 N. Ruby St., Melrose Park, Ill.

FREE Bonanza Prize Coupons

in every box of... **BEAR**

- BALANCE WEIGHTS
- ALINEMENT SHIMS
- SPACERS

Write for free prize catalog!

BEAR MFG. CO.
Dept. S-5, Rock Island, Ill.



get FULL POWER TIRE CHANGING

Bushman 880-58
AIR-ELECTRIC TIRE CHANGER

AIR POWER Double Bead Breaker. Wide circle, "Rolling Action" breaker shoes powered by big air cylinder break the tightest beads, 12" to 17 1/2".

ELECTRIC MOTOR drives Mount-Demount device. Simple, fast, takes ALL the work out of changing the tightest tires.

MANUAL and Semi-Power Models from \$109.50

Ask your Equipment Distributor for demonstration or write direct.

Bushman MFG. CO.

ROUTE 2, OSSEO, MINN.



94% Report Higher Sales for 1959; Net Profit Is Slow; Strike Hurts

NINETY-FOUR per cent of the jobbers over the South and Southwest answering SAJ's monthly questionnaire last month said their sales were running higher than for the same 11 months of 1958. Six per cent listed the same volume.

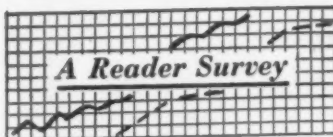
The steel strike dampened business for some firms. An industrial community in North Alabama felt it, for example, as a wholesaler there estimated the strike cost him about two per cent. His volume nevertheless was up a total of ten per cent.

The net profit was more of a problem. Some jobbers reported that while their sales were up as high as 15%, the net had not improved. An Arkansas company's sales were up 15% with no improvement in net profit.

A St. Louis, Mo., firm expressed pleasure with its increase of more than 20% in sales and the higher net.

Companies in El Paso and Amarillo, Texas, as well as some in areas of Missouri, all of which had suffered not too long ago from an extended drought, reported sharp upturns in sales, some exceeding 20% but generally running around 15%.

An Atlanta, Ga., official reported



a rise of 15% and commented: "Business is very good."

One veteran house in that city registered a climb of five per cent. "Sales to manufacturers and carhauling fleets were down as a result of the steel strike," said a company official.

Sales were up 20% for a Florida Panhandle company whose owner complained of "fellow competitors setting up service stations on jobber basis on lines, especially filters" and of "oil companies price-cutting on lines they have for resale."

Volume was up 30% for one San Antonio, Texas, company.

Business had increased 12% for the 11 months for one veteran Baltimore, Md., firm.

Sales continued to boom in Florida as its rise in registrations of motor vehicles has forged steadily higher. A Jacksonville establishment listed an increase of 26%.

A long-time North Carolina Sandhills house reported an upturn of 22% in sales.

Terry Hires McCalmon

Addition of Jack W. McCalmon as sales manager for Terry Automotive Supply Co., Dallas, Texas, has been announced by General Manager J. Kenneth Terry. A graduate of Southern Methodist University and the University of Mississippi, McCalmon for several years was with IBM Corp. Most recently he was national sales manager of a Fort Worth concern.

Pensacola Store Opens Branch

United Auto Supply Co. of Pensacola, Fla., has opened Milton Auto Parts at Milton, Fla., owner D. D. Berh announced. Roy Gibson manages the new facility.

Atlanta Auto Supply Co., Atlanta, Ga., has been appointed distributor for Lincoln lube equipment, according to Secretary and Treasurer L. C. Matthews.



Eliminates "BARE VALVE" HANDLING

- ALLOWS VISUAL COMPARISON WHEN HANDLING
- CUTS STOCK LOSSES DUE TO RUST FROM HANDLING
- KEEPS VALVES LOOKING FRESH AND NEW
- SHRINKS VALVE SHELF REQUIREMENTS
- APPEALS TO THE MECHANIC
- RECEIVES THE RMC EXTRA 10% STOCKING JOBBER DISCOUNT

EASY TO OPEN

Just hold head of valve and skin wrap over stem.



OTHER RMC VALVE TRAIN PARTS

VALVE SPRINGS • SEATS-GUIDES • ROTOCAPS
ROTO ASSEMBLIES • VALVE TAPPETS
VALVE SPRING INSERTS

WAREHOUSED IN ALL PRINCIPAL CITIES

FOR NAME OF NEAREST
DISTRIBUTOR WRITE TO:

RICH MANUFACTURING CORP.
BATTLE CREEK, MICH.



QUALITY PRODUCTS

For the wash rack trade

Sold throughout the U.S. by major jobbers since 1933.

The line that is fully guaranteed.

**ADVANCE CENTURY MFG.
CO.**

Greenville, S. C.



John E. Echlin (left), president of The Echlin Mfg. Co., Branford, Conn., and Leonard N. Fisher, president of United Parts Mfg. Co., Chicago, announced the merger of their companies at the NAPA annual meeting in Chicago. The merger was scheduled to take place January 4 or immediately upon receipt of Treasury Department approval. Fisher will become director and vice president of The Echlin Mfg. Co. and remain as president of United Parts Division. No other management changes were scheduled. These factory executives were among the large number who attended the annual meeting of NAPA, which is always held in December. For details of this meeting, turn to page 118.



The Mid-South Group of Automotive Affiliated Representatives met recently at Memphis, at which International President J. McEwen Cherry (right) presented a membership to a new member, J. R. "Dick" Tate of Nashville. Looking on are (l. to r.): Earl Potter, Jim Sullivan, Jim Rule and J. Paul Saunders. Another new member, Schuyler Reid of Memphis, was unable to attend the meeting, as were members M. E. Groce, Herman A. Shields, Guy Keen, Jan Majors and Warren Todd.

AAR Elects Kitchin To Presidency

HARRY G. Kitchin of Richmond, Ind., was elected president of Automotive Affiliated Representatives by a mail ballot last month, the second such election in the association's history.

Other officers are Harry C. Younger of Pasadena, Calif., first

vice president; H. P. DeGreen of Chagrin Falls, O., second vice president; William S. Cowan of Minneapolis, Minn., secretary; Lee A. Bergman of Chicago, treasurer; J. McEwen Cherry (retiring president) of Nashville, Tenn., J. Austin Elliott of Vancouver, B. C., and Claude E. Sharp of Detroit, trustees. Ed L. Lee is executive secretary.

**WHY USE A CANFUL WHEN —
A CAPFUL
IS ALL YOU NEED**



POWER-PAL PLUS

The all-purpose liquid super-charger!
A CAPFUL IN THE GAS TANK
CLEANS CARBURETORS

Removes gums, varnishes, carbons.
Rids engines of harmful deposits.

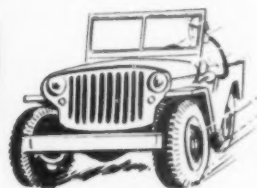
PLUS TO KEEPS FUELS FREE OF MOISTURE - PREVENTS FUEL LINE FREEZING
For free sample, write Dept. SAJ

MOTIVE SPECIALTIES DIVISION
NUTMEG CHEMICAL COMPANY
130 HAVEN ST. NEW HAVEN, CONNECTICUT

Also manufacturers of POWER-PAL for Diesel Engines



GOES LIKE 60



**FOR ALL 4-WHEEL DRIVE TRUCKS
WITH DUALMATIC HUBS
SELECTIVE DRIVE - FREE WHEELING**

Gives 4-wheel drive trucks the pep, speed, performance and ease of handling of a 2-wheel drive / Simple to install (average less than 30 minutes) / Simple to operate (one minute without tools to change for drive conditions) / Easy to sell (a plastic demonstrator given with first order that will sell it for you)

DEALERS COST: Any 3 sets \$37.50 for Willys / \$42.50 for Chevrolet, Ford, G.M.C., I.H.C. or Dodge to 3/4 tons / Warehoused in 60 principal cities / Order from your favorite Automotive Jobber or truck equipment distributor / Manufacturer of World's largest, most complete line / 40 different models to 5 ton / Write for free catalogue and price list.

DUALMATIC PRODUCTS CO.
LONGMONT, COLORADO

VISIT OUR DISPLAYS AT THESE SHOWS
A.S.A.I. Show Booth No. 5042 • Pacific Automotive Show, Denver, Colorado
Southwest Automotive Show, Dallas, Texas

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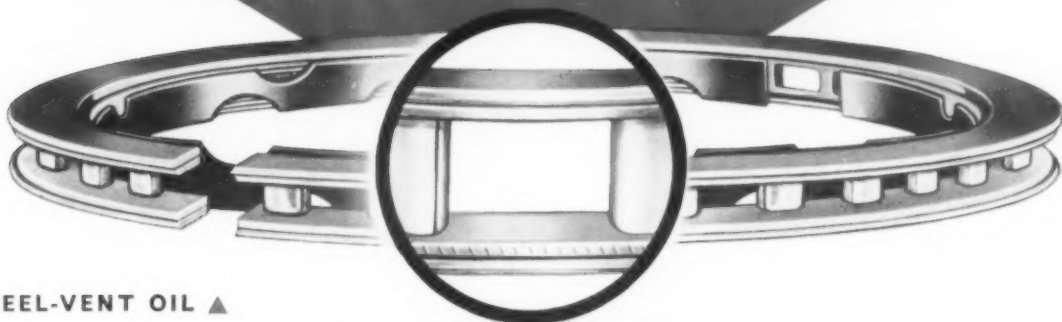
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FLEX-VENT OIL ▲

In these representative Hastings Oil Rings, you can see for yourself the ample ventilation that assures efficient drain-back . . . prevents clogging . . . gives long-lasting oil control.

Whether supplied in chrome or steel, each Hastings Ring set is "motor engineered" exclusively for the right ring combination for replacement in worn engines.

Use Hastings for every ring job . . . for fast seating—for better, quicker oil control—for longer engine life. You'll say goodbye to come-backs and have satisfied customers from the start.

HASTINGS MANUFACTURING COMPANY • HASTINGS, MICHIGAN

Hastings Ltd., Toronto

Piston Rings, Oil Filters, Casite Additives, Spark Plugs

HASTINGS **PISTON RINGS**

TOUGH BUT OH SO GENTLE

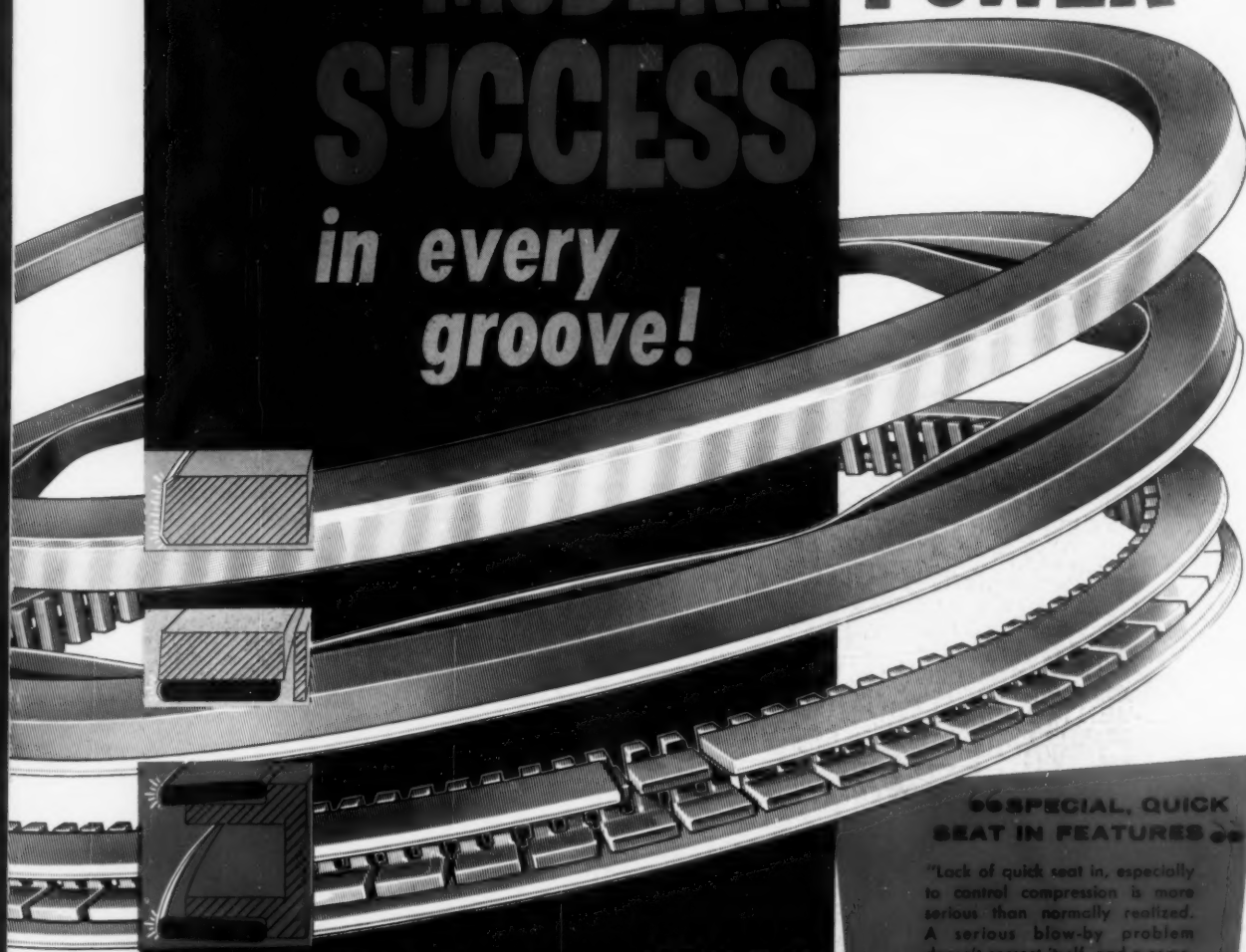
TOUGH on oil pumping

GENTLE on cylinder walls



Hastings Fire-Power Spark Plugs . . . engineered for replacement service . . . give premium performance, at competitive prices, with better profit for you.

get MODERN POWER SUCCESS in every groove!



here's why men who know choose **RAMCO**

“LOW WALL PRESSURE, QUICK BREAK IN”

“We do a lot of heavy duty work and some engines get a yearly overhaul. This points up the problem of block wear since excessive wear calls for an earlier re-bore or re-sleeve. We've found that Ramco's low wall pressure, chrome-plating and quick break-in are our entire answer. We can often go back with the second or third set of the same size. We are pleased with our results from an operational viewpoint.”



Alvin Glace
G & K Auto Truck Service
2007-11 W. EStaugh St.
Philadelphia, Pa.

“IMMEDIATE OIL CONTROL”

“Oil control from the first minute of operation is a necessity with customers. Most of them don't realize the power loss from worn rings but can really diagnose their trouble by watching the dip stick. With Ramco's immediate oil control, we've earned a lot of good, solid customer satisfaction.”

Harold Sloan
Freight Ways, Inc.
1309 N. Mosley
Wichita, Kansas



See us
at Booths
2728-30-32-34
at the
I.A.S.I. Show
Feb. 10-13th.

“SPECIAL, QUICK SEAT IN FEATURES”

“Lack of quick seat in, especially to control compression is more serious than normally realized. A serious blow-by problem doesn't correct itself, and a come-back is sure to result. We insure ourselves against this with Ramco. All these rings have special quick seat in features.”

E. H. Daniels
Union Garage
7804 Harrisburg St.
Houston, Texas



These are men who know—men who, on the buying line—judge ring sets by customer satisfaction. By sales gained or lost.

Ramco is the *only* set with *more* MODERN POWER benefits—(only a few are shown above)—*extra* ring actions that add up to customer satisfaction and sales.

For the “how and why” of these benefits See your RAMCO Jobber!

RAMCO means
**MODERN POWER
SUCCESS** *in every groove!*

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